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Coworking

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coworking

by Theodora Doulamis

preface

Coworking spaces have proliferated in the last several years⁶. They reflect a change in how we work, how we learn and how we connect.

Coworking is a story of change.

There is a large spectrum of types of coworking spaces. Some are minimal offering only an open room with desks and chairs, while others function as mini-cities¹¹. Regardless of the size or scope of a coworking facility, what drives the success is the community. **This is an exploration on how design creates community.**

Through my research, I discovered the importance of the 3rd place in supporting the success of a community. The places where we linger, where we reflect, where an introduction is made. It is the informal meeting areas, the coffee shops and water coolers¹⁹. It is where we look away from a screen and let our minds wander. As a designer, it is important to design a space which operates efficiently AND create spaces for impromptu conversations to occur.

Base upon my research, case studies and design explorations, I designed BUILD, a coworking space where people can gather together to work and learn from each other. Providing the city of Richmond with a creative and entrepreneurial hub. Where an architect sits next to a programmer, next to a journalist and graphic designer. A space of progress and education. In a sense, a new type of university. It is about building brands, building businesses and building networks. BUILD RVA.

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thesis summary

Technology has changed the way we work. There is no longer a need to be in an office everyday. No need to have a permanent phoneline. No need for manual filing. While the way we work has changed, the spaces in which we work have not evolved at the same speed or capacity. Companies still spend thousands, or millions of dollars leasing spaces that may only be half full. Coworking spaces provide not only a desk, but a supportive community, without the hefty financial commitment of leasing an office space¹². While the financial gain can be quantified, the gain of knowledge, skills and supportive network are unqualifiable.

BUILD is a coworking space that explores how design creates a community while supporting individual goals. It is located in the old Reynolds Tobacco factory, which was the source of economic growth in the 1900s; the site will be revitalized to be the source of economic growth in Richmond for the 21th century.

what is coworking?

Unlike most spacial environments, coworking has yet to be defined. Most office spaces follow a model that caters to a specific industry. But what happens when you take people from different industries and put them together? How can the space encourage cross collaboration? This chapter explores how coworking has evolved in its first 5 years of existence.



WHAT is coworking?

10.1

Coworking is a style of work that is defined by a shared working environment. However, unlike most working environments this community is not employed by the same organization. What the community does share, is the same values: **community, openness and independence**⁷.

The proliferation in coworking spaces has been a response to the growing freelance, technology and entrepreneur community⁸. Busy coffee shops, basements and garages did not provide the ideal working environment. This community was seeking a space where they could be productive, meet other similar individuals, have a client meeting, all at an affordable price and without a long-term contract.

Coworking is also a reflection of the future office. Gone are the days where we sit at the same cubicle everyday. The flexible memberships reflect the mobility of today's economy.

COWORKER STATISTICS⁷

Average Age: 34

66% Male

54% live in cities with population of 1M or more

90% have monthly membership plans

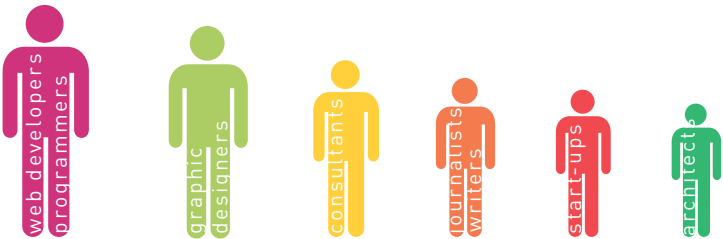
66% have flexible desks



12.1

If you are in an industry that allows you to work remotely, then coworking is for you. Programmers, graphic designers, consultants, writers and start-ups - while all have different business goals, they can all operate with a laptop and high speed internet connection. It is technology that brings industries together. In the 1800s a 3rd place was anywhere that served caffeine or alcohol. Today a 3rd place includes anyplace with an internet connection.

People are drawn to coworking because of the flexibility. Flexible work time, flexible contracts and flexible spaces. It allows individuals to work, how they want to, when they want to. It also provides a social environment and access to other curious individuals. For the most part, coworkers are curious. They want to know who is sitting next to them, what they are working on and what they can learn from you. They want to share. Share information, share networks, share ideas⁷.



ABILITY TO SHARE KNOWLEDGE

82% want the ability to share knowledge⁷

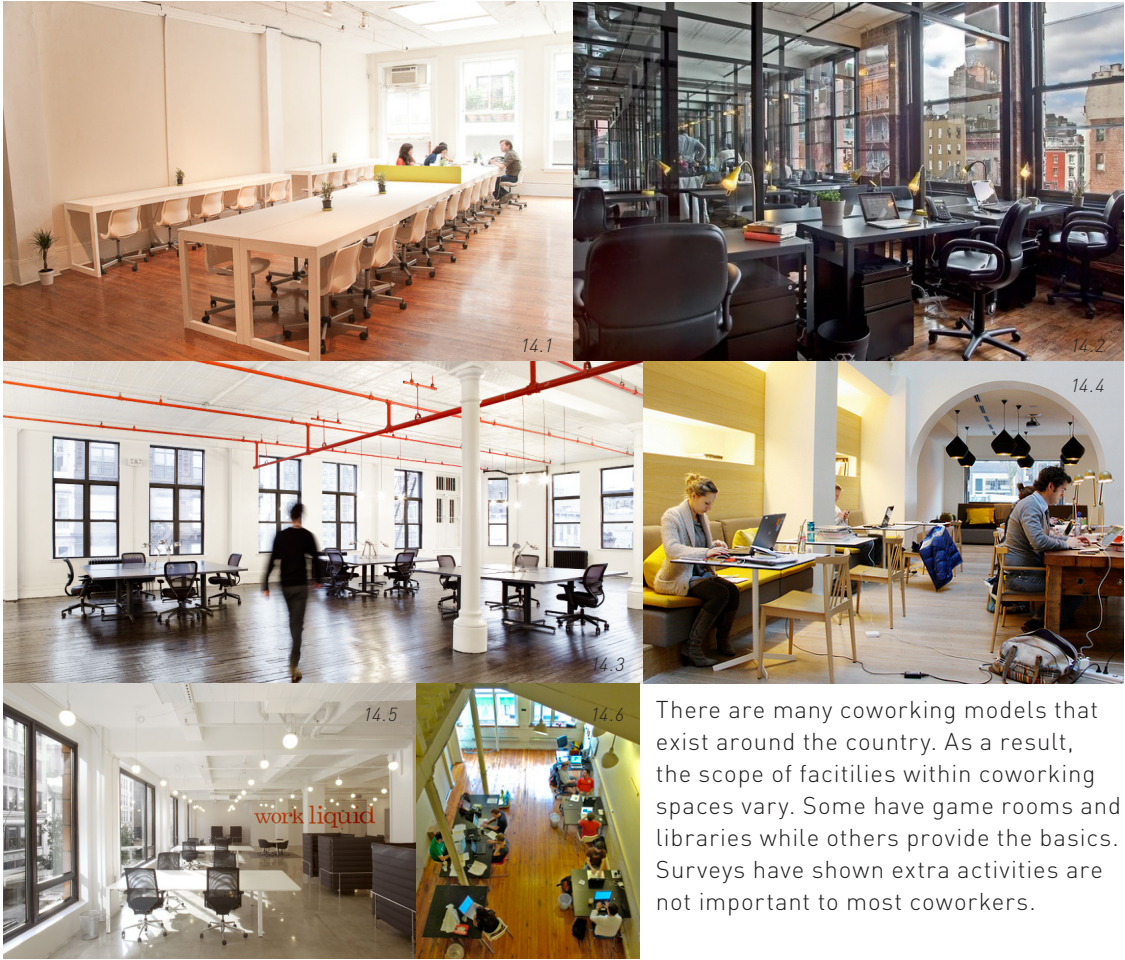
INTERACTION

86% believe interaction with other people is important⁷

FLEXIBILITY

86% responded flexible worktime is important⁷

COWORKING PROGRAMS undefined



There are many coworking models that exist around the country. As a result, the scope of facilities within coworking spaces vary. Some have game rooms and libraries while others provide the basics. Surveys have shown extra activities are not important to most coworkers.

		Permanent Desks	Transient Desks	Kitchen	Conference Rooms	Gallery	Event Space	Phone Booths	Storage	Printing Facilities	Library	Game Room
Projective Spaces NYC	✓	✓	✓	✓		✓	✓	✓	✓			
WeWorks NYC	✓		✓	✓		✓	✓		✓		✓	
CreateNYC NYC		✓		✓								
Open Spaces Charlottesville, VA	✓	✓	✓	✓	✓							
Independent Hall Philadelphia, PA	✓	✓	✓	✓				✓	✓	✓		
Next Space San Francisco, CA	✓	✓	✓	✓		✓		✓	✓			
3rd Ward Brooklyn, NY		✓		✓		✓			✓			
Galvanize Denver, CO	✓	✓		✓		✓		✓	✓			
1871 Chicago, IL	✓	✓		✓		✓	✓	✓	✓			

coworking & richmond



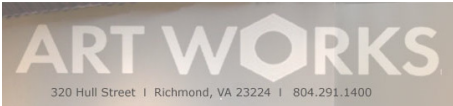
16.1

804RVA is the only true coworking space that exists in Richmond. Offering a range of open desk space to private offices. They host classes and events that go beyond its coworking community to create a center for creative entrepreneurs in RVA.



16.2

Corrugated Box offers office space for small companies as opposed to entrepreneurs in the early stages of growth. They do not offer flexible leasing.



16.3

Art Works provides studio space to artists in Richmond. While leasing is flexible, they target artists as opposed to young entrepreneurs.

Richmond is a buzzing creative and entrepreneurial hub with a population of 1.2 million. With only one coworking facility, there is a huge opportunity for another to coexist.

Within the Richmond community, there are groups of programmers, developers, entrepreneurs and creatives that already exist. What if these groups came together for the common cause they are already working towards? What if they shared knowledge and developed the RVA community together?

RICHMOND
COMMUNITIES

re:fresh
richmond

VENTURE
richmond

SYNC
RVA

hack.rva

C3

17.1-17.5



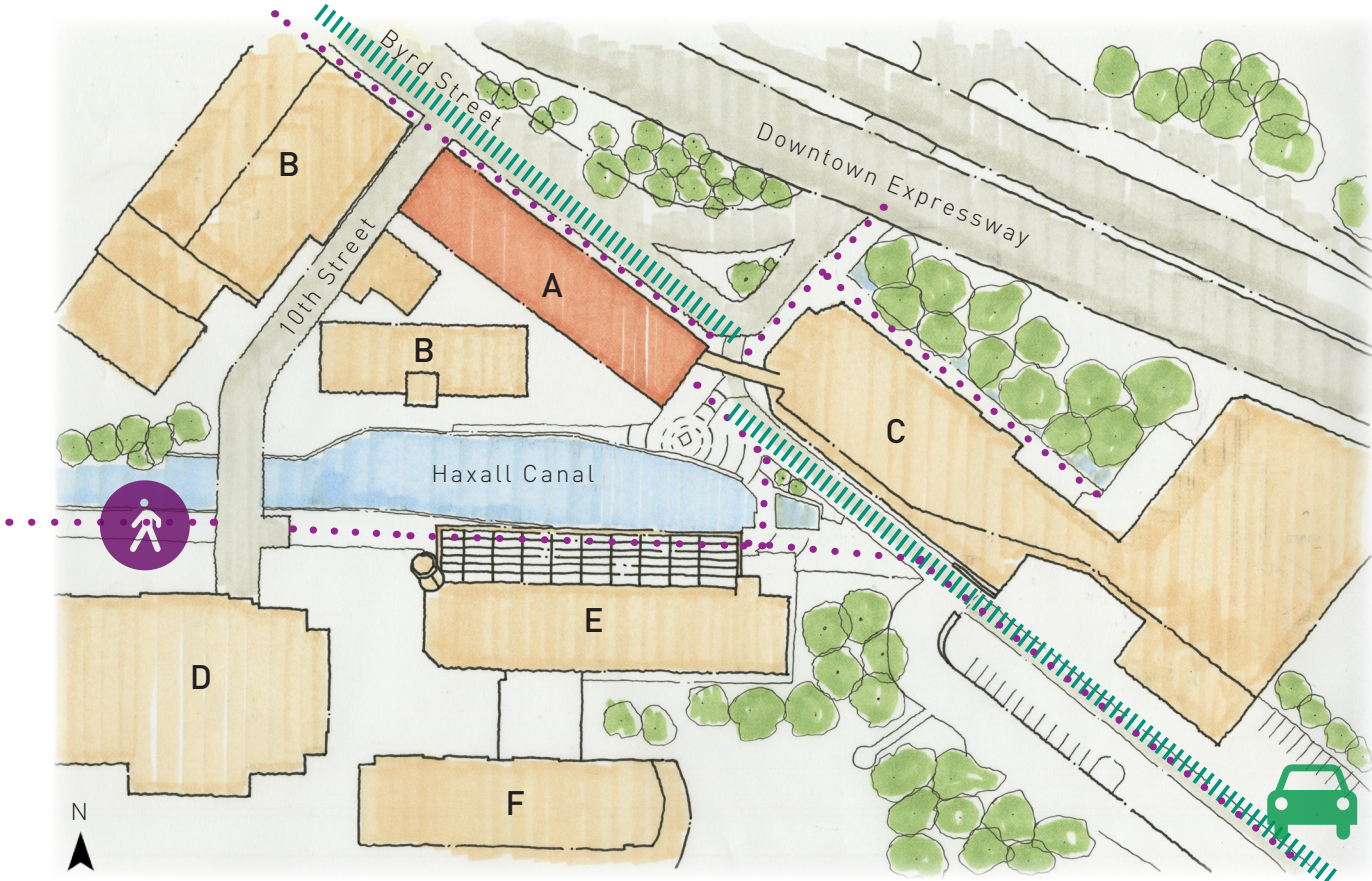
site analysis

The site for BUILD is an old aluminum distribution center, which was built for the Reynolds Tobacco company. It is located in downtown Richmond on the Haxall Canal. The site was chosen due to its proximity to downtown activity, including hotels, restaurants, cafes and other businesses. Surveys have shown that proximity to these facilities is important to coworkers⁷.

WITHIN 1
KILOMETER

- James River/Canal Walk
- I-195, 95, route 60
- Downtown businesses
- Hotels
- Restaurants
- Bars
- Cafes

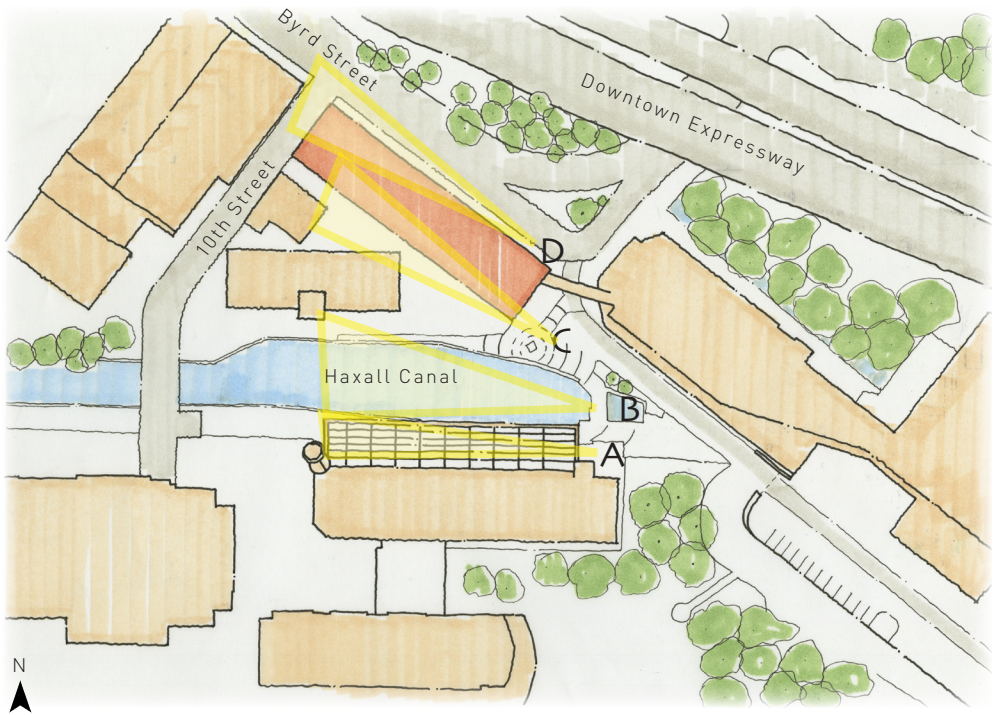
SITE Reynolds Tobacco Factory
301 South 11th Street



- A Site
- B Apartments*
- C Mixed Use*
- D Mixed Use
- E Vacant Power Plant
- F Apartment

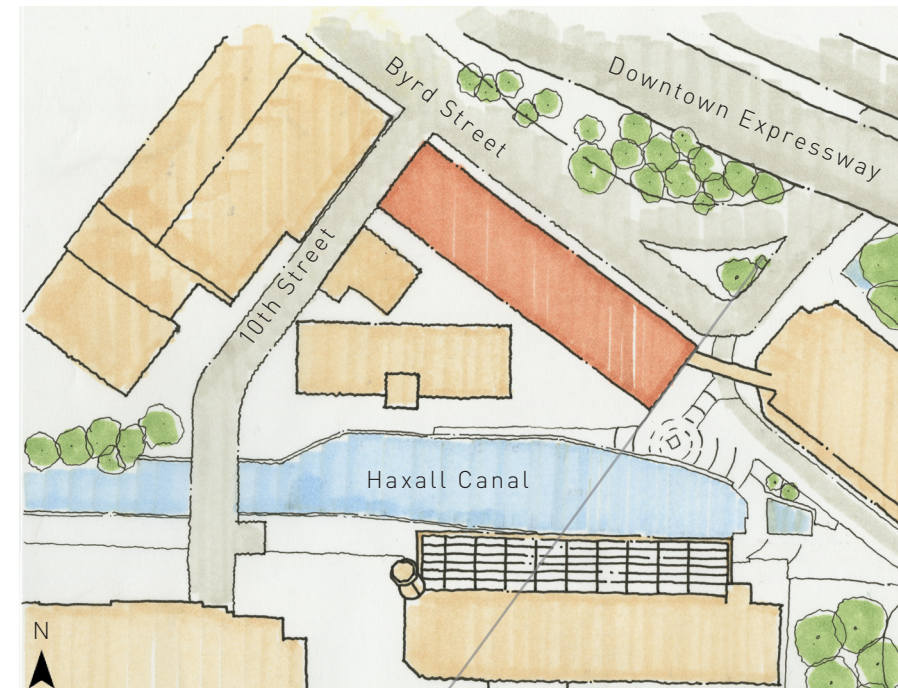
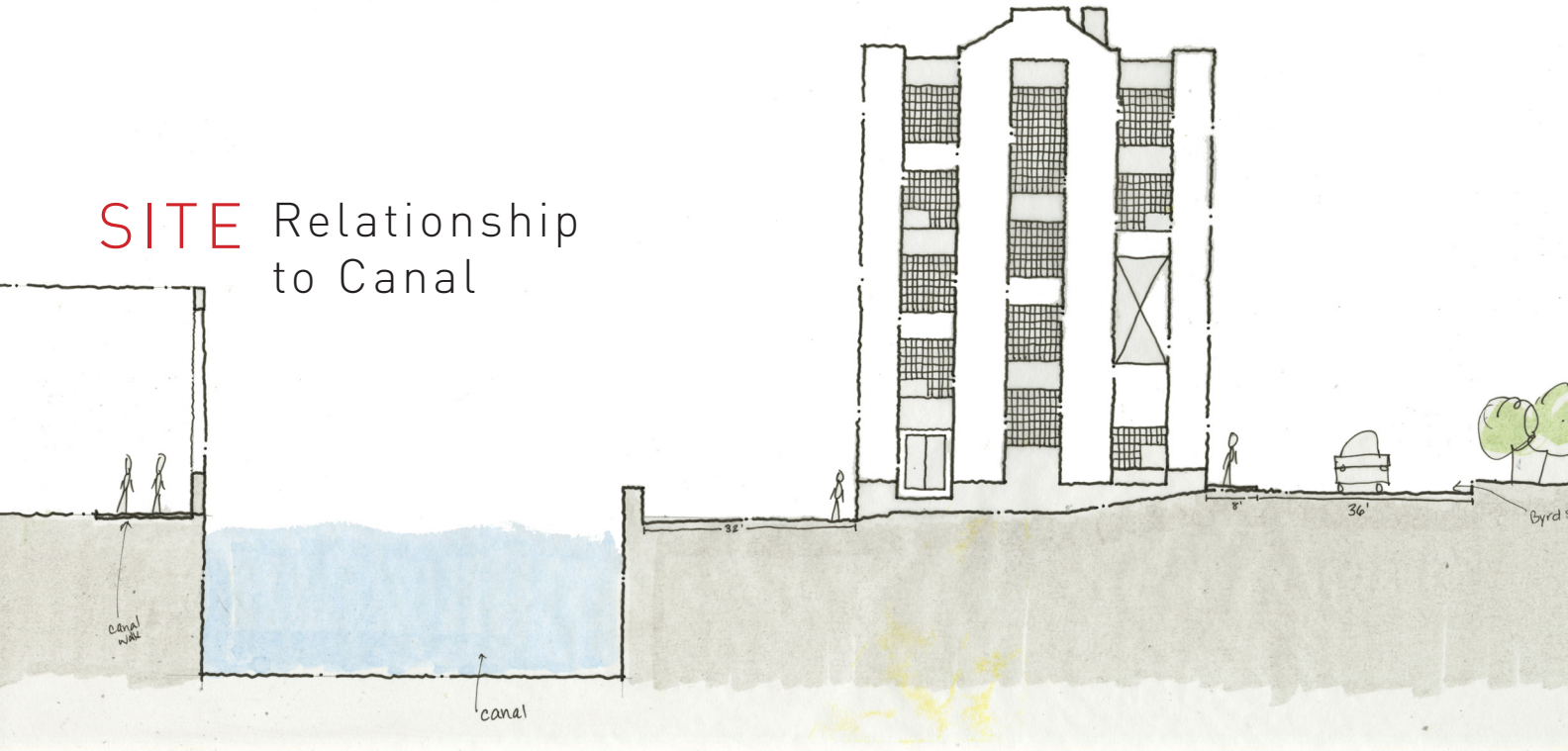
*Currently under construction

The Canal Walk (Image A), runs parallel to the site. It receives foot traffic daily from tourists and Richmonders. South of the walking path are two mixed use buildings, part of Riverside on the James. Offices, residences and retail exist in both of these buildings. Most of the buildings, including the site, are currently under construction as part of the last phase of the Canal Walk rehabilitation.



Across the canal basin is a graffiti mural created by artists in Richmond. This wall is symbolic to what is happening in the city. The surge of a new Richmond, that values the arts and craftsmanship. Designers and entrepreneurs are seeking ways for the city to unite and move forward; appropriately, at the same site where the city was founded.

SITE Relationship to Canal



At the front of the building there is 36' between the site and the canal. This allows ample room to consider an outdoor space or additional entrances.



Historical Significance

1910

RJ Reynolds Cigarette Company commissioned Charles Robinson to build a warehouse.

Charles was known for elaborate buildings such as University of Richmond's Canon Chapel, Thomas Jefferson High School and First English Lutheran Church.

1938

RJ Reynolds nephew, RS Reynolds, moves headquarters to Richmond, and uses the factory to make aluminum.

The company was known as Reynolds Metals Company. The company started out making aluminum foil for cigarette packages.

2000

Alcoa (aluminum-manufacturing company) was the last owner of the buildings after a merger with the Reynolds Metal Company in 2000.

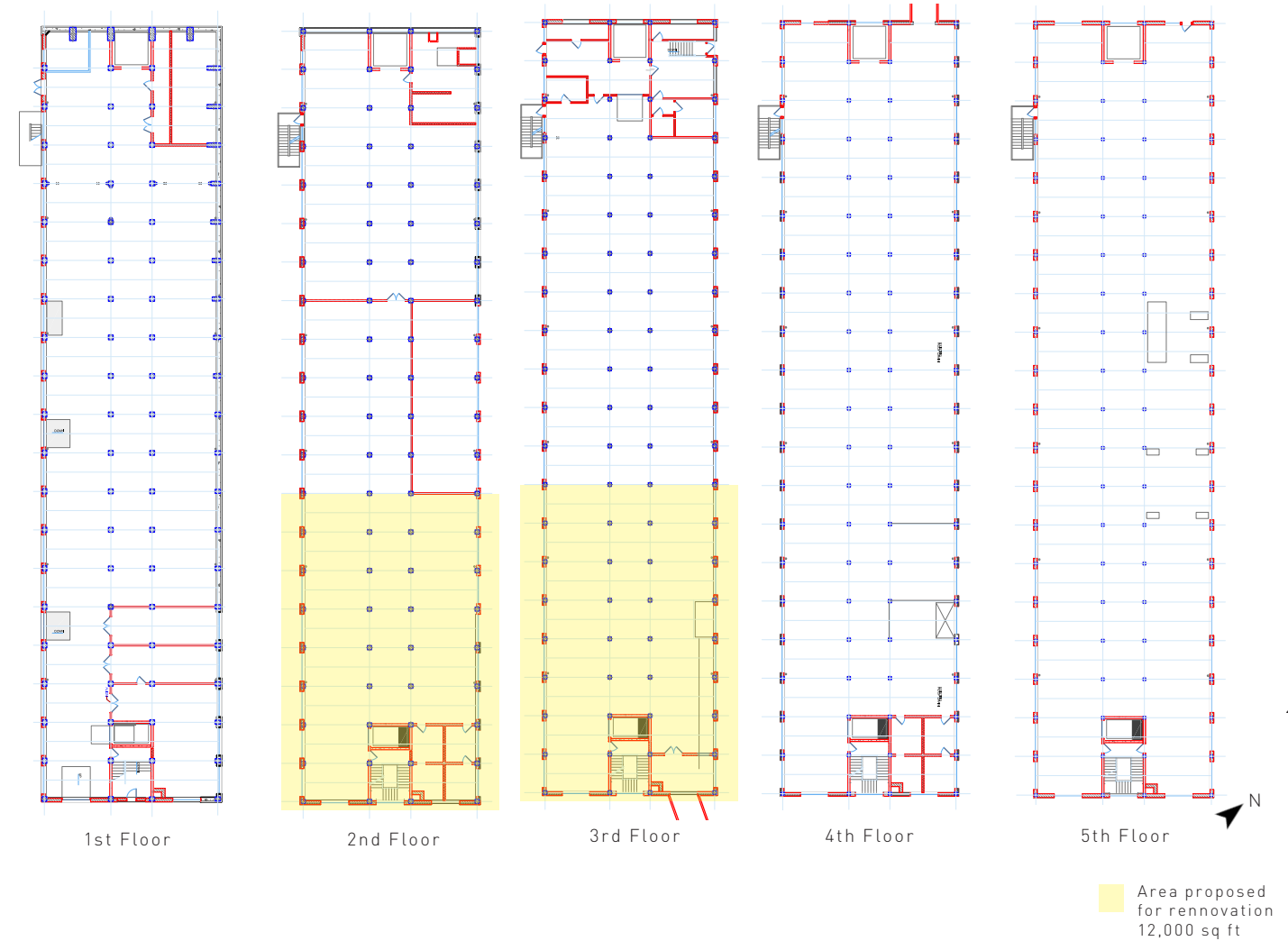
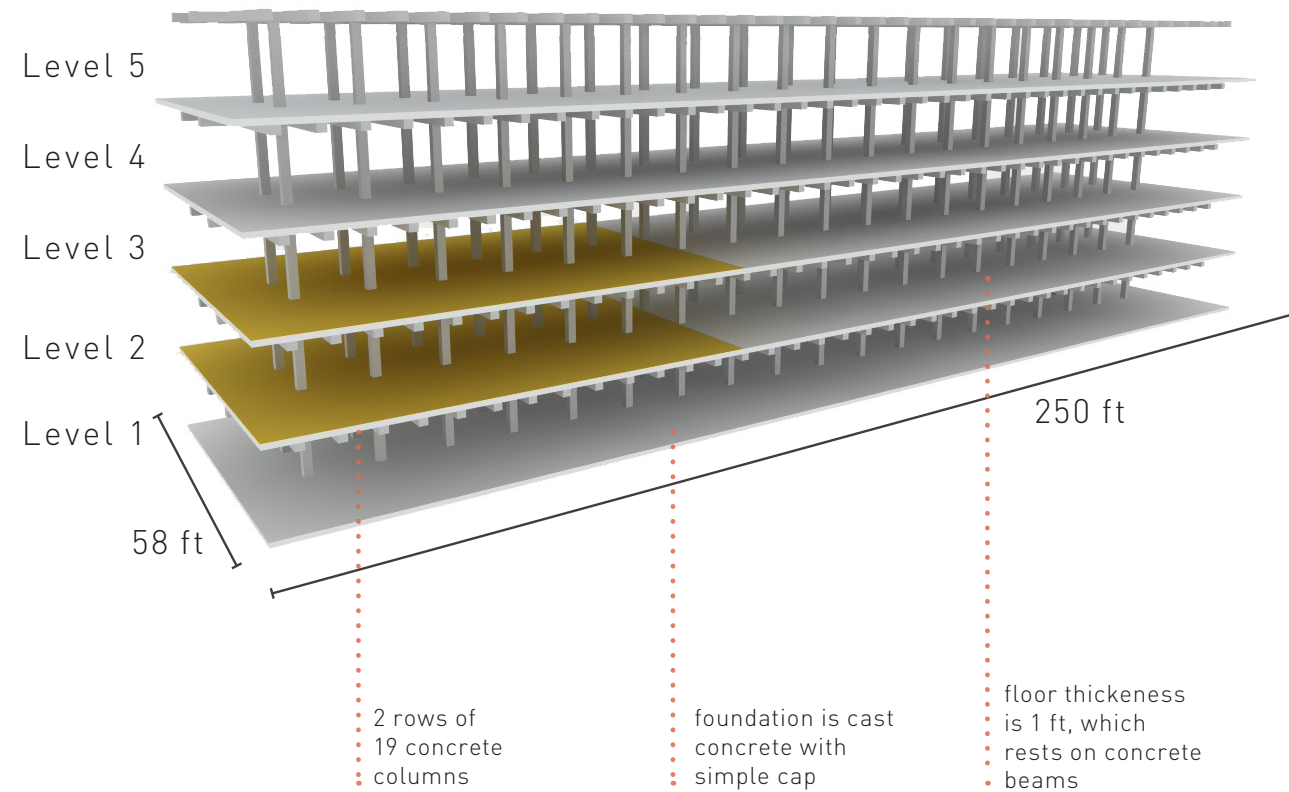
2009

Buildings between 10th - 12th street were used to package aluminum foil and operated until mid-2009 by Reynolds Metal Company.

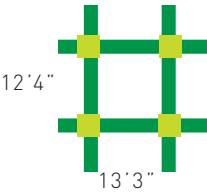
SITE

Building Structure

72,500 sq feet



SITE Plan



Columns are 18" sq on the first floor and decrease in increments of 2"

Between each set of columns is a large window, 9'1" x 9'6". The windows are exactly 3'4" apart.

Elevator

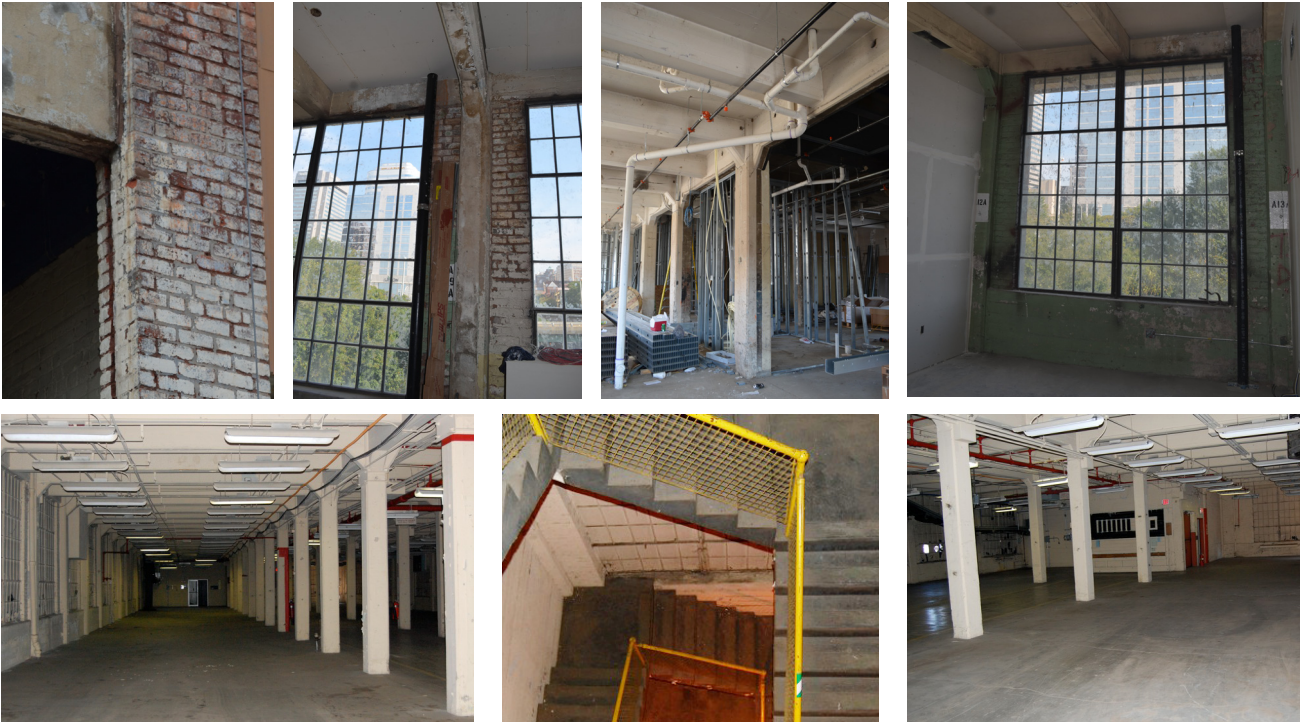
Stairwell

2nd Floor



This building is nearly symmetrical. The exception being the first floor as part of it is below ground level. The strong symmetry is emphasized through the column grid and windows. This allows for an open working environment.

The site is composed of only structural load bearing walls. The inside of the building has concrete floors, exposed brick on the outer walls and black steel framed windows.

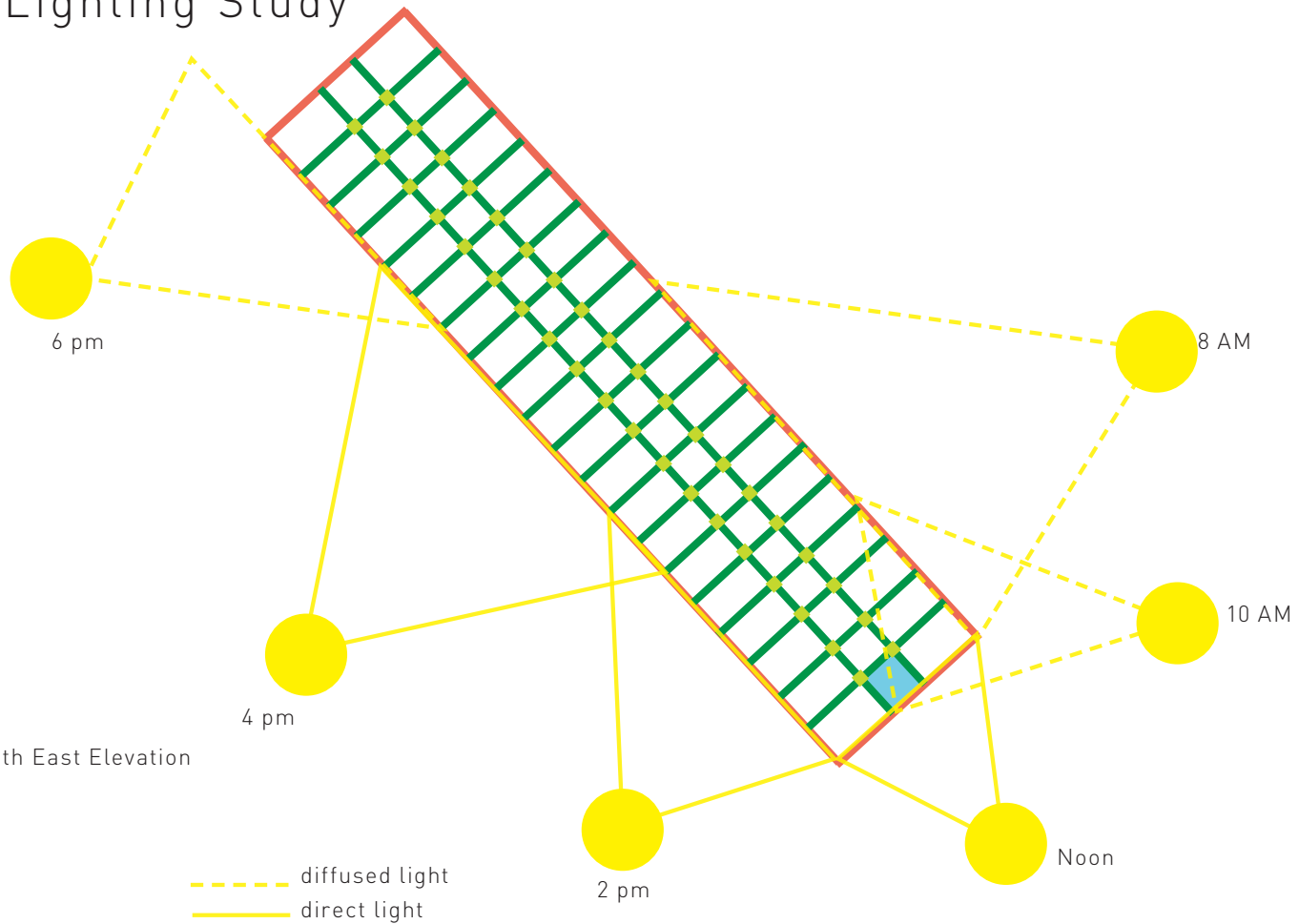


SITE

Grade Change



SITE
Lighting Study



Noon sun hits the south east corner directly while the north east corner receives only indirect light



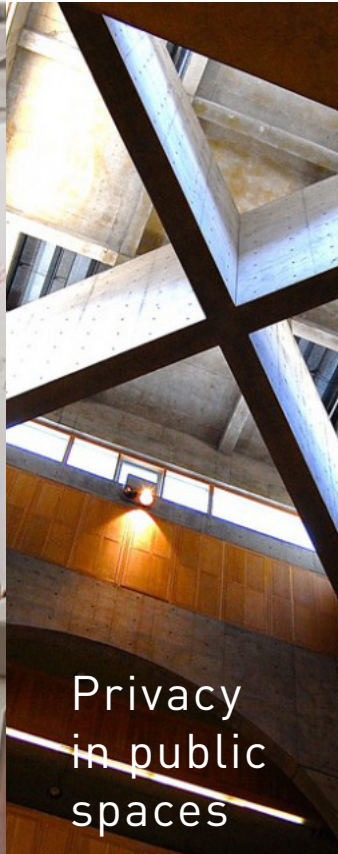
2 pm - The sun moves west a shadow begins to cast on the site



4 pm - The shadow progresses to the south corner while the south east corner receives only indirect light



36.1



36.2



36.3



36.4



37.1

case-studies

In learning about my program and the site, I have determined the parameters which will be important in the success of the project: flexible spaces, light as material, privacy in a public space, transitions between spaces and 3rd places. This chapter analyzes how some of the world's greatest designers have overcome similar challenges.

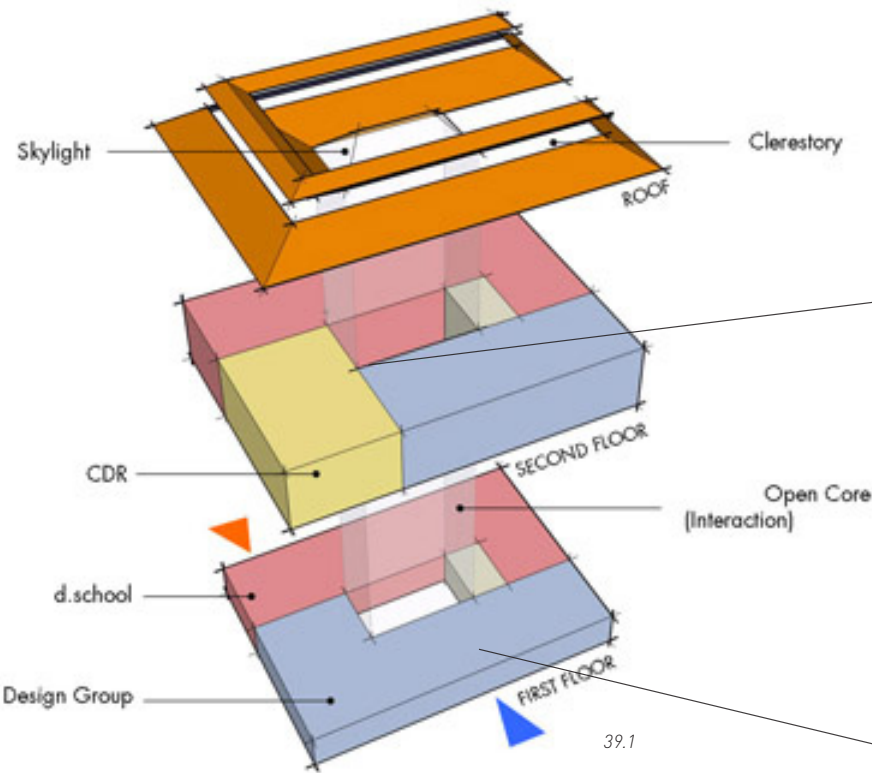
SHOULD WORK BE MORE LIKE SCHOOL?

STANFORD D SCHOOL radical collaboration

History
The Stanford design school started in 1958 based on the principle that design should be human-centered.

“Design Thinking”
It describes itself as a hub of innovators. Students and faculty across multiple disciplines, including engineering, medicine, business, law, the humanities, sciences and education collaborate to solve problems through design solutions. The process is called “design thinking”, which draws on methods from engineering and design, and combines them with ideas from the arts, tools from social sciences and insights from the business world.

How different is this from a coworking community? Both are based on the sharing of knowledge from different disciplines. This begs the question, what can we learn from the design of schools? Both demand spaces that are flexible, enable the sharing of ideas and support a diverse culture.



39.2



39.3



39.4

The Stanford D School is located in Building 550. It is one of the original 1900 sandstone buildings on campus. The building was originally a narrow rectangular building, but through the years was transformed into an “L” shape, then a “U” with a courtyard at the center. In creating the design school, the courtyard space was replaced with a two story atrium to flood the building with natural light. A strategy seen in several of my other case studies⁵.

What made the Stanford design school a successful story is the flexibility and interactive nature of the furnishings and equipment. They reflect the way we work. Writing surfaces are everywhere. White boards slide across rooms, pivot on corners and fold into smaller spaces.

It is also the story of the wheel. Stools on wheels, white boards on wheels, storage cabinets and desks on wheels. It is about allowing things to move to where they are needed.

The design is minimal for supporting the creative activities taking place⁵.

LESSONS FROM SCHOOL



Movable whiteboards. You will never be walking around looking for someplace to write down or share an idea⁵.



40.1

Hiding places. They are often overlooked but offer a crucial place for reflection and to escape from the noise of an open, collaborative environment. A place one can step away from the bright fluorescent lights, the activity and noise of their environment. Many open spaces don't offer areas to escape. If we as designers don't create it, then the user will go find it elsewhere⁵.



The brainstorm spaces offer flexibility ideal for problem solving. They "are designed for groups to interact in new ways. They foster creativity and inspiration by providing a colorful, playful and flexible environment"⁵.



The use of furniture that promotes active participation; such as benches. Grab one sit down and participate.

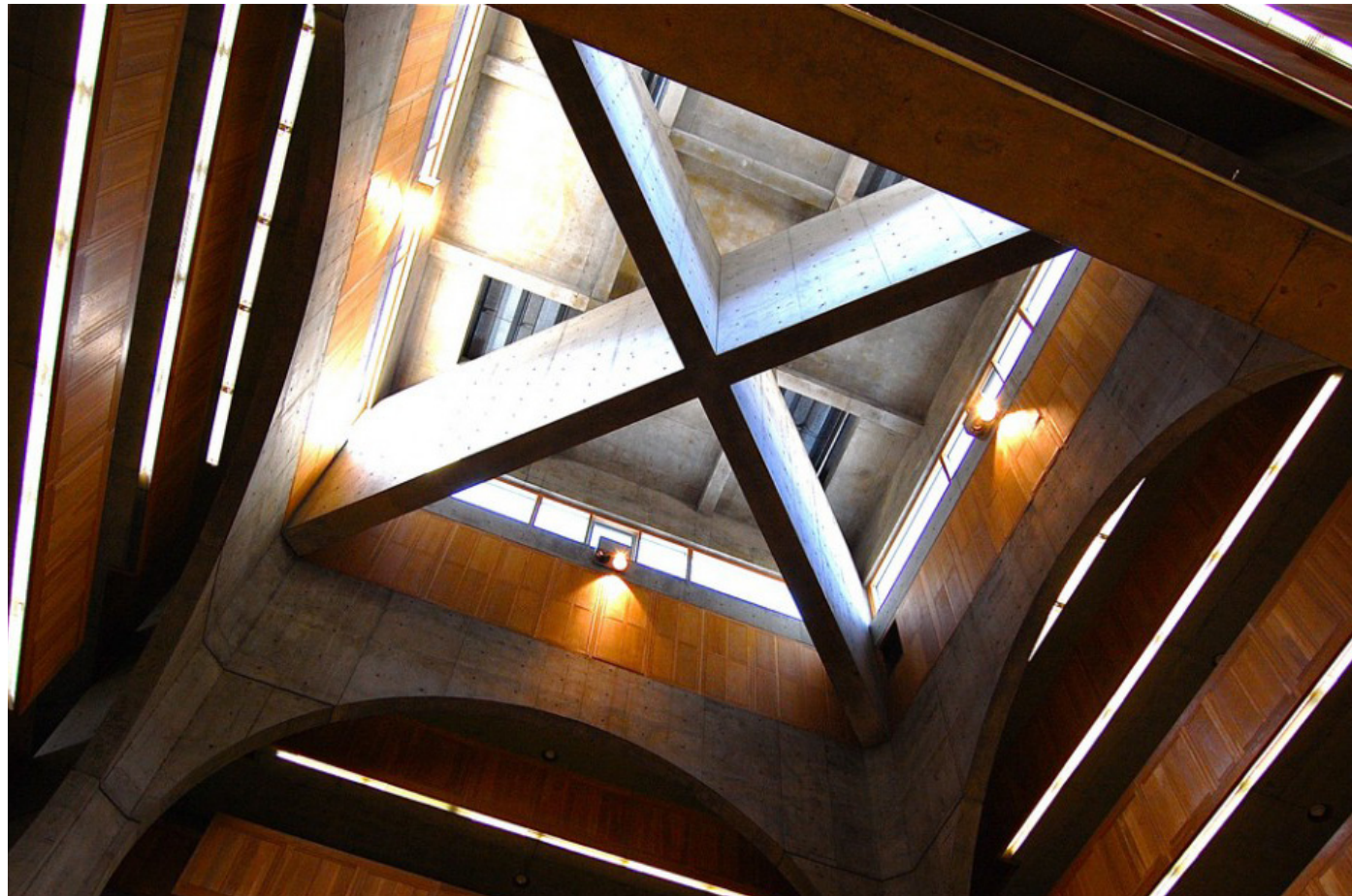


41.1

Glass fronts facing corridors are an effective way to share with the community what you are working on. And you never know what you will learn from your own community.

EXETER LIBRARY louis kahn

“A man with a book goes to the light. A library begins that way.
He will not go fifty feet away to an electric light.” - *Louis Kahn*



42.1

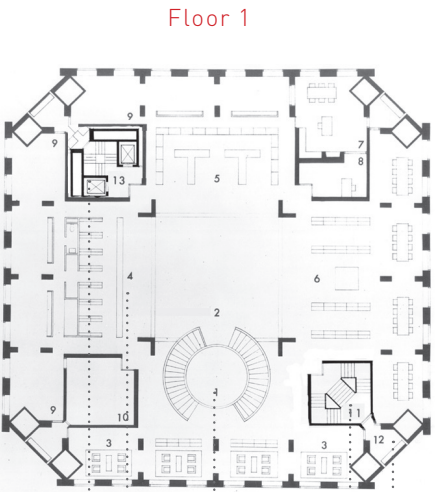
The Exeter Library was built in 1945 by Louis Kahn in the shape of a square, 111 x 111 feet. From the outside of the building it looks as if there are only 5 floors, however there are 9. This is attributed to a basement, rooftop and several mezzanines within the building.

The library was constructed as 3 square rings. The exterior ring, is the load bearing brick which houses the carrels. The middle square ring is made of reinforced concrete, which holds the heavy book stacks. The inner concrete ring is the atrium¹⁸.

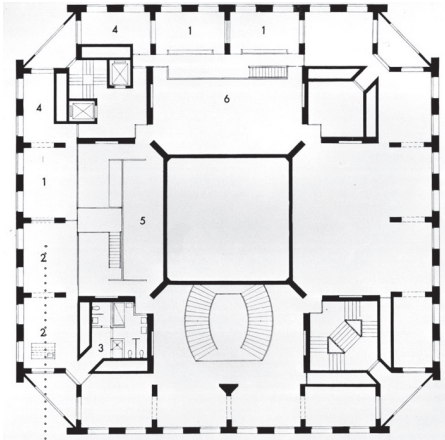
The symmetrical shape and relationship of the books stacks to the windows allows for natural light to filter through the space. It also provides the user with two views to the outside at all times. As my building replicates the design feature of windows running parallel, I want to use light as an organizing principle.

43

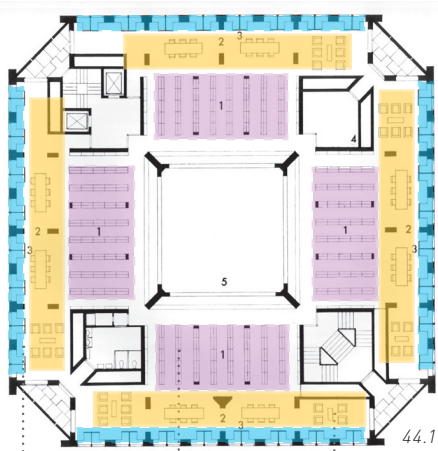
EXETER LIBRARY plans



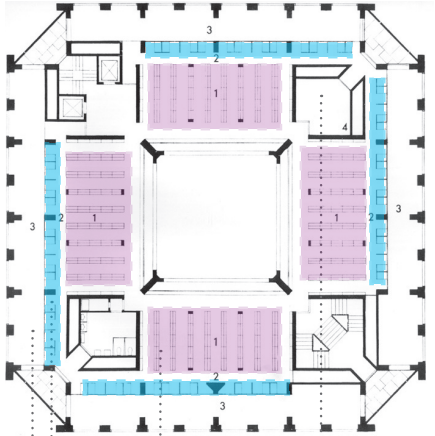
Floor 1M



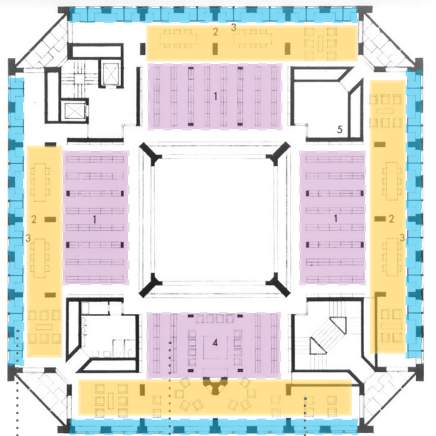
Floor 2



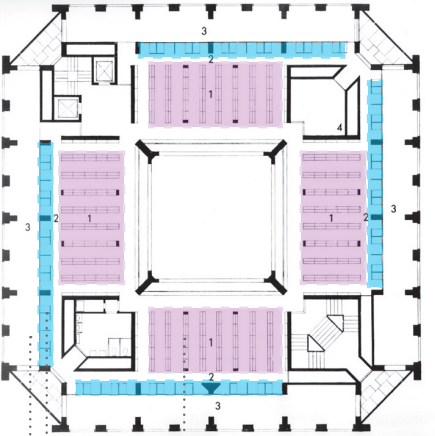
Floor 2M



Floor 3



Floor 3M



Elevators
Entrance Stair
Circulation Desk
Portico
Stairwell

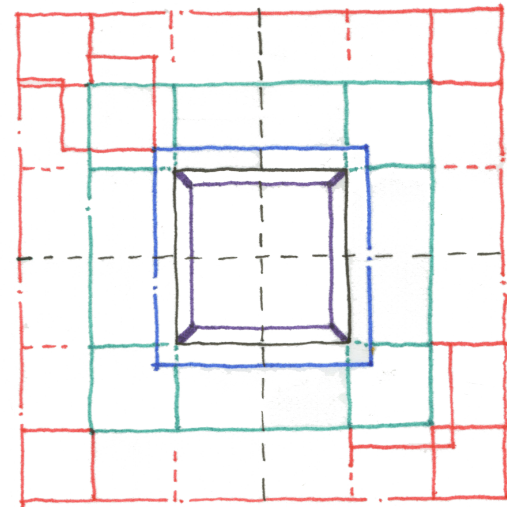
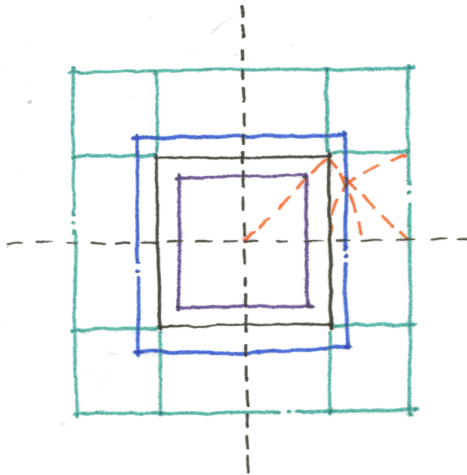
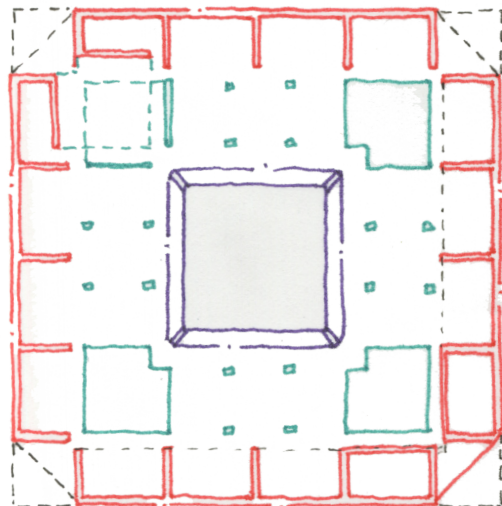
Carrels
Book Stacks
Group Tables

Carrels
Book Stacks
Office
Open to carrels on Floor 2

Carrels
Book Stacks
Group Tables

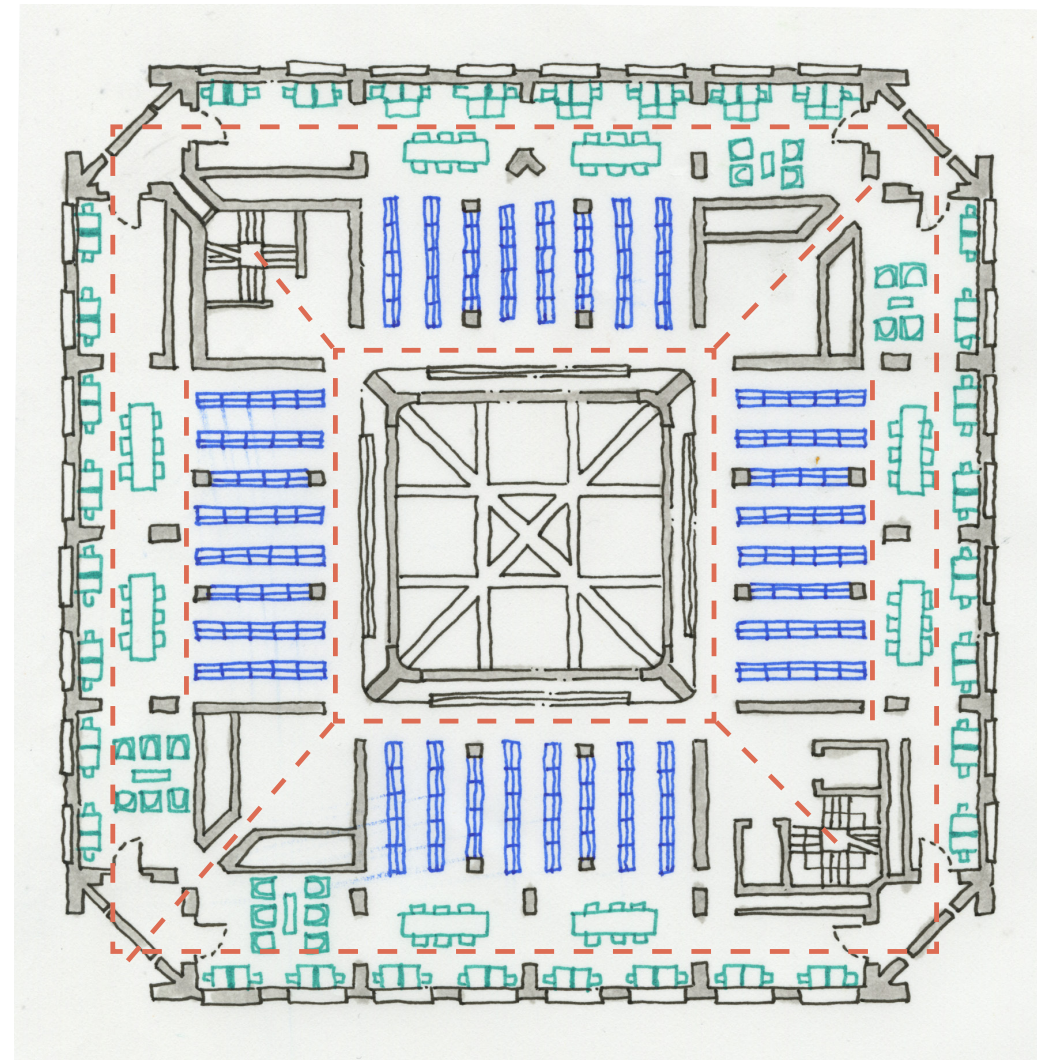
Carrels
Book Stacks
Open to carrels on Floor 3

The Exeter library organizes the space with the outer square ring being the most private, for individual work. The middle ring is for groups, which suggests a semi-private space. The core around the atrium is filled with book stacks. On the mezzanine levels there are no tables for groups and the carrels are adjacent to the book stacks. This provides users with floors that are quieter than others. The inner corners are used for vertical circulation, restrooms and offices¹⁷.



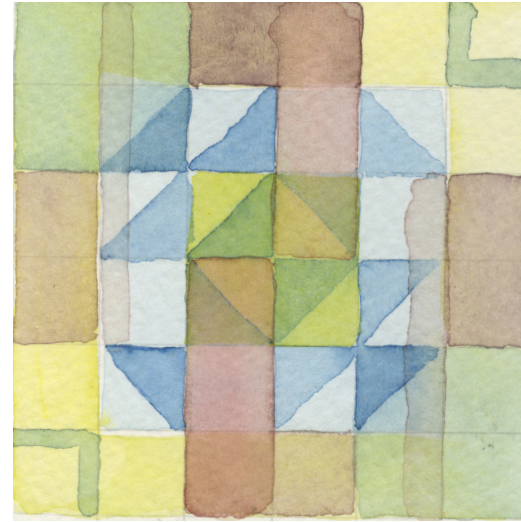
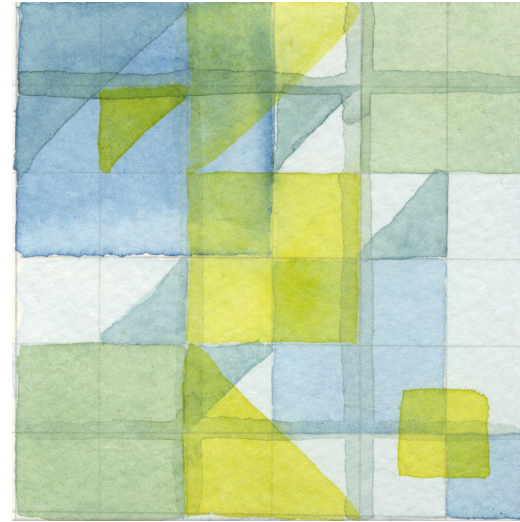
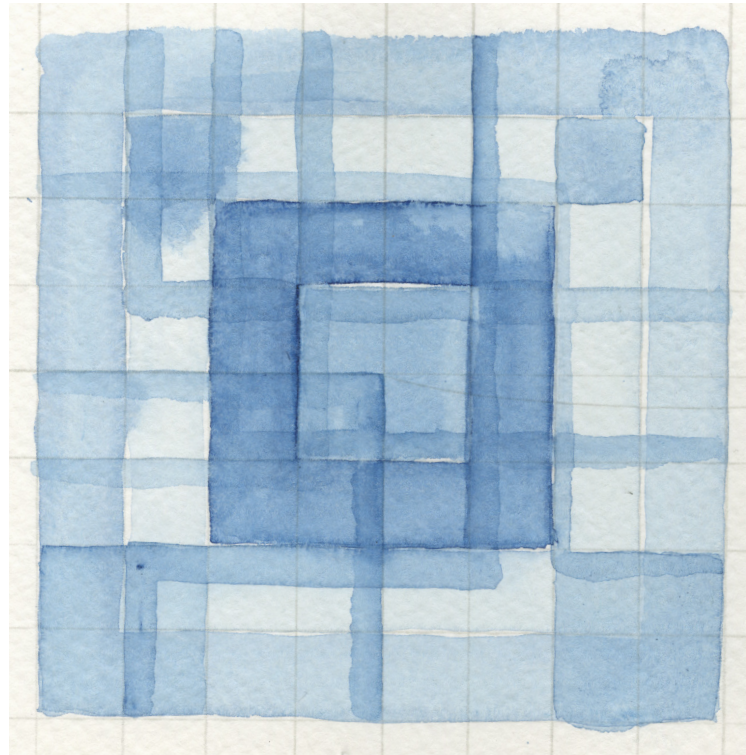
These diagrams analyze the relationships between the 3 square rings which make-up the Exeter library. Each square ring defines the type of activity in the space. The outer red ring is for users to read. The green ring houses the book stacks while the inner ring represents the atrium.

One beautiful feature of this symmetrical building, is when one sits in a carrel, and looks toward the atrium, one can see directly across outside the far window. It creates a feeling of lightness and openness even though the building and its contents are solid and heavy.



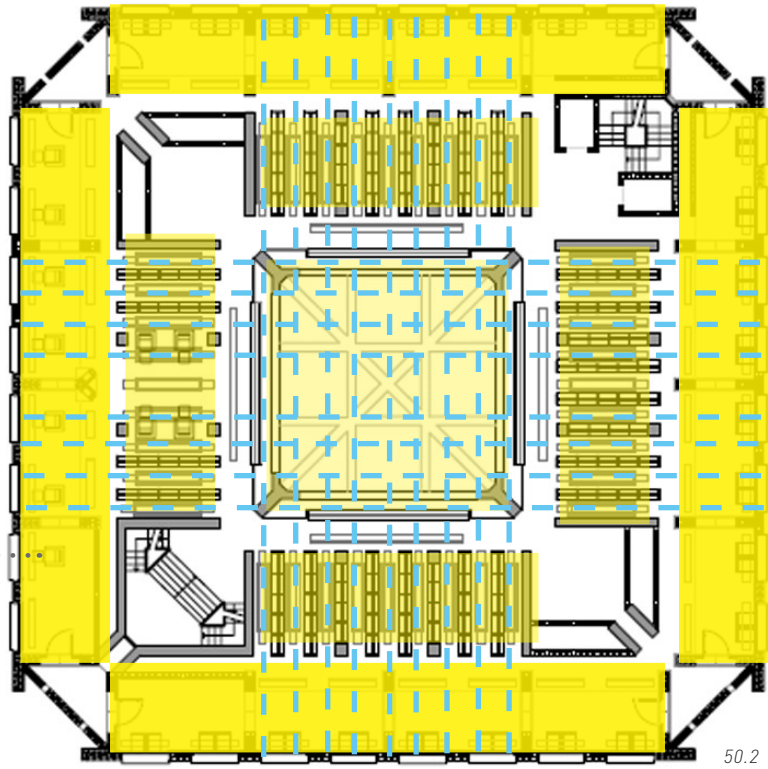
--- Circulation

This series of watercolors explores the relationship between spaces. As I was developing them, I thought about transitions from one space to the next. Kahn used the edge of his square rings as the main circulation paths. These watercolors kept a linear form of paths and geometric shapes. The layers represent public and private and the spaces of transition.

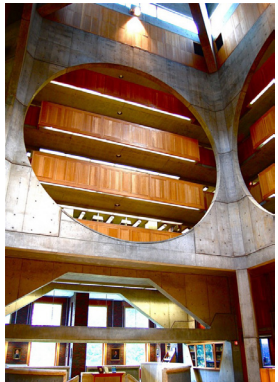
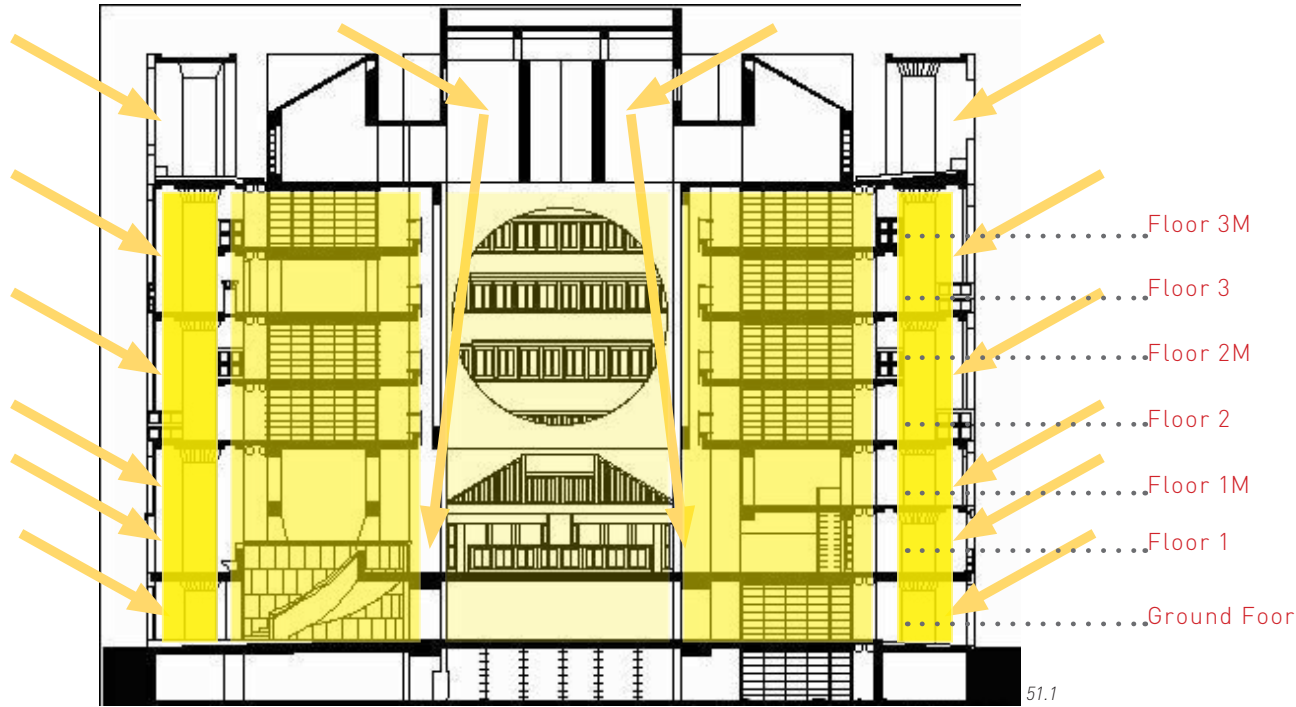




50.1
A sliding wood panel at each study carrel window can be closed to block sunlight entirely.



- Direct Natural Light
- Semi-Direct Natural Light
- Diffused Natural Light
- Line of Site



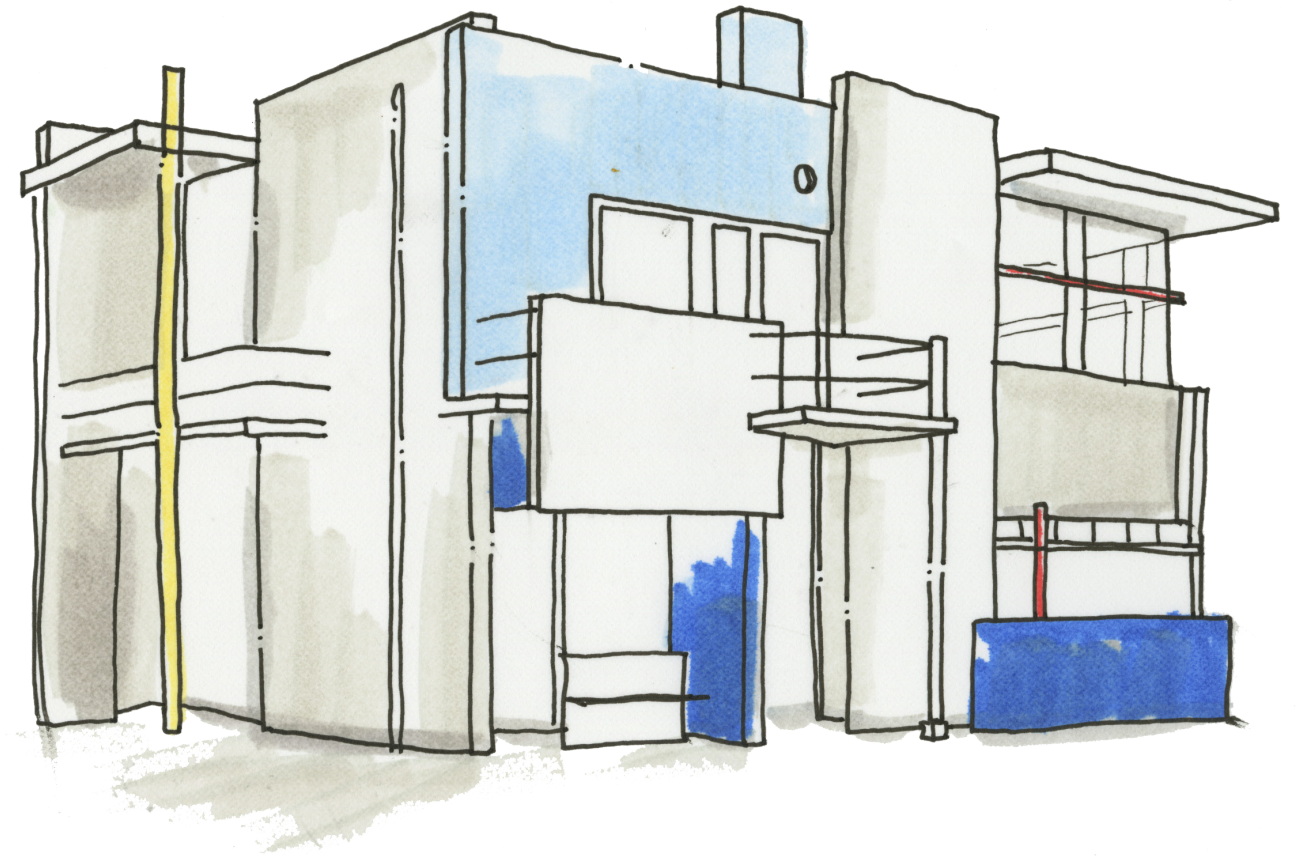
51.2
The level of light at the center of the Library's atrium remains even and at a very low level of illumination irrespective of time of year and direction of sunlight. The daylighting in the central space is very subdued and diffused, independent of sun angle. Illumination is provided as much by lateral daylighting and electric lighting as by the overhead daylighting.

SCHRODER HOUSE gerrit rietveld

The appeal to studying the Schroder House was the dynamic, changeable open floor plan of the 2nd floor. Walls are stored in a tight, clean fashion so they blend in seamlessly with the space. When privacy or a defined space is needed, they are easily accessible and can change the space. The 2nd floor contains bedrooms, storage space, kitchen and dining areas. The first floor rooms are static. They include a kitchen, dining area, living area, studio space and a spare bedroom. This area was meant for visitors while the upstairs was meant solely for the family members.

The flexibility of the 2nd floor suggests that there is no hierarchical arrangement of rooms. The moveable walls upstairs are positioned around a central staircase. The owner had several children so the idea of moveable walls allowed for an open play space during the day and private bedrooms at night²².

This begs the question, is there a need for hierarchy in a coworking space? What if there were moveable walls around a central shared public space that allowed privacy when needed?



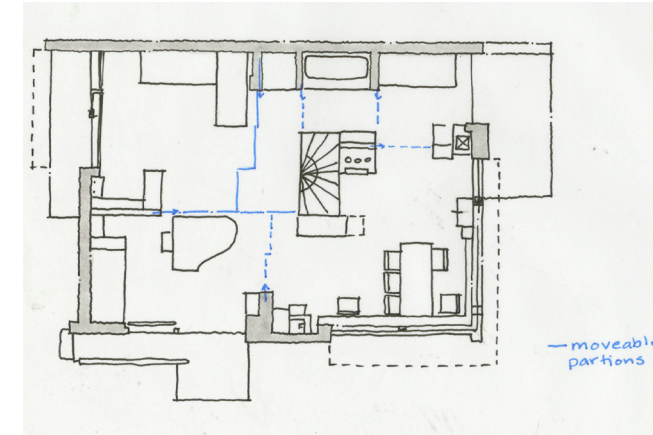
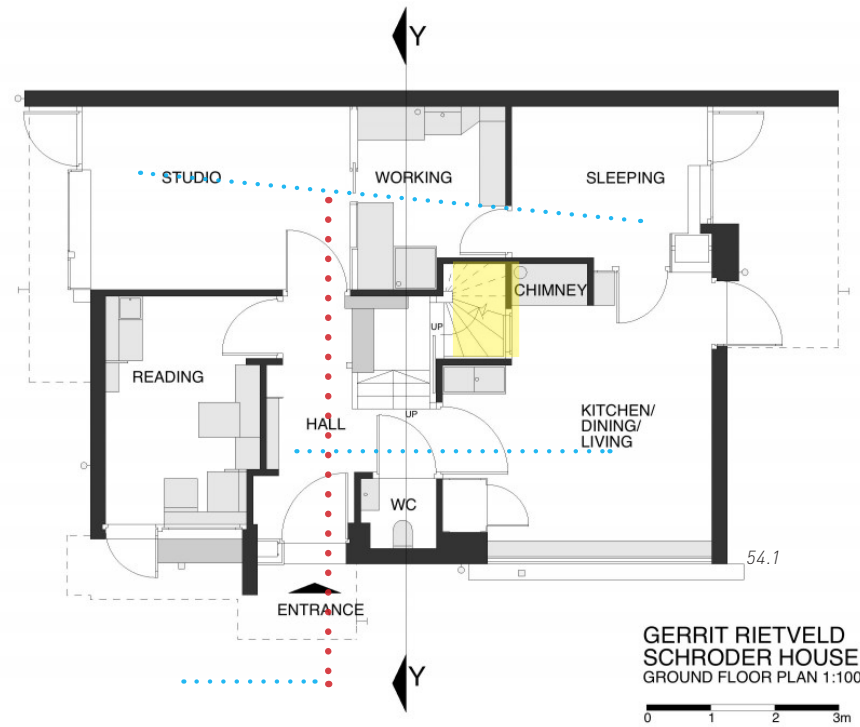
circulation why this works

All the rooms are easily accessible from the center corridor.

The reading room was designed to be a secluded corner and only receive diffused light as there is a balcony located above the one window in this room.

The downstairs provides all the facilities the client's guests would need, as the client wanted to give her guests no reason to go upstairs.

The skylight above the staircase prevents the center of the house from being too dark²².



2nd floor plan view with partitions



2nd floor plan view without partitions

The 2nd floor has the main living room space, which was and still is, unconventional. This location was chosen to optimize the view of the surrounding countryside.

The 2nd floor is a large open space (as seen in plan view 3) and can transform into a series of rooms. Its ability to adapt is accomplished through a series of sliding and rotating partition walls. The bathroom is centrally located between two bedrooms, adjacent to the stairwell.

This open concept is also seen in Le Corbusier's work, as it is one of his five-points of architecture. Both architects also used the golden ratio to proportion the spaces they designed. Rietveld's belief in design principles of the De Stijl movement, colors, geometry and proportion, are also realized in the Schroder house.

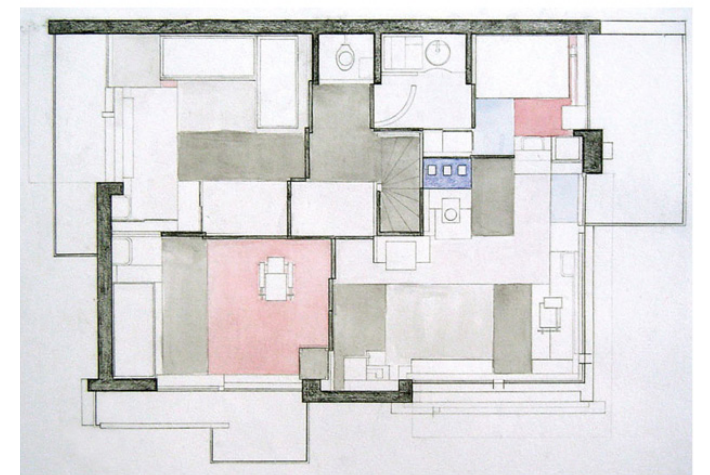
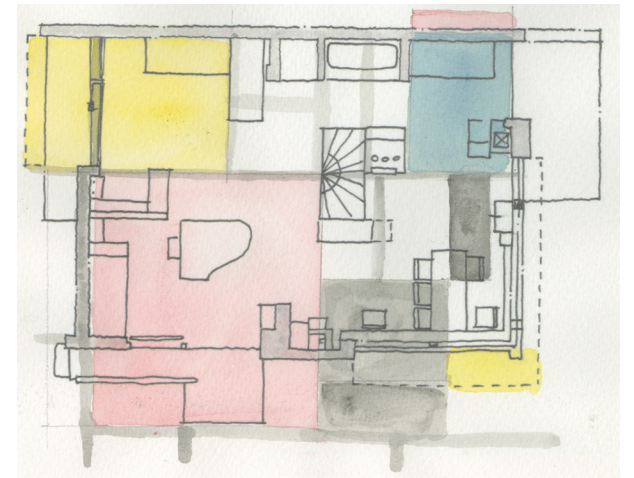


56.1



57.1

These diagrams illustrate Rietveld's belief in the design principles of the De Stijl movement, colors, geometry and proportion. In studying the Schröder house I began exploring how I can create space that seamlessly expands and contracts. I believe that Rietveld did this successfully by accounting for the space of the partitions within the exterior walls.



rietveld's hand drafted plan

RONCHAMP le corbusier

"Architecture is the masterly, correct and magnificent play of masses brought together in light. Our eyes are made to see forms in light; light and shade reveal these forms; cubes, cones, spheres, cylinders or pyramids are the great primary forms which light reveals to advantage; the image of these is distinct and tangible within us without ambiguity. It is for this reason that these are beautiful forms, the most beautiful forms."
-le corbusier





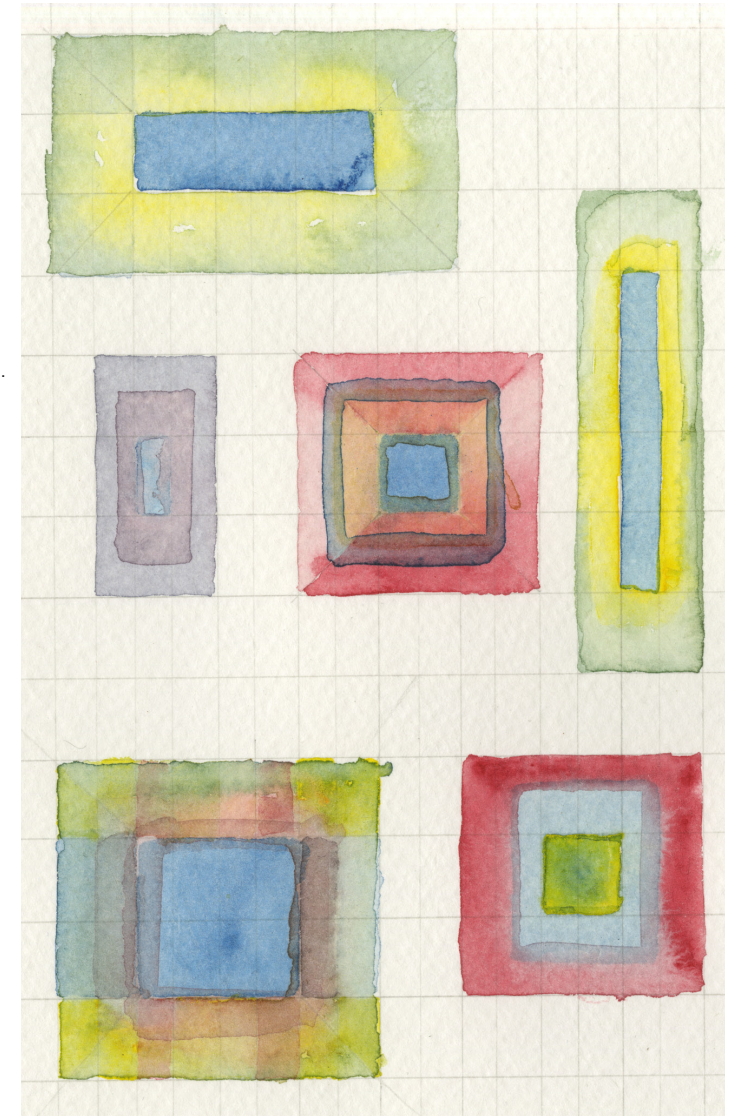
60.1

Ronchamp is arguably the most unique building in Le Corbusier's work. It was design shortly after WWII. His client, the church, wanted a space that was pure and void of extravagant detail and ornamentation. Therefore, the purity of the space became Le Corbusier's main focus. He wanted the space to be meditative and reflective in purpose. As a result, the space was designed with minimal materiality, white walls and light. The effect of the light on the white walls evokes expressive and emotional qualities.

The program of the chapel includes two entrances, an altar and three chapels. The walls are 4' - 12' thick and serve as accoustic amplifiers, particulary on the eastern exterior wall that reflects sound from the outdoor altar¹³.

Corbusier creates a sense of lightness by puncturing apertures on the facade that amplify the lighting within the chapel by tapering the window well in the wall cavity. These openings are spaced out sporadically, creating a feeling of natural movement.

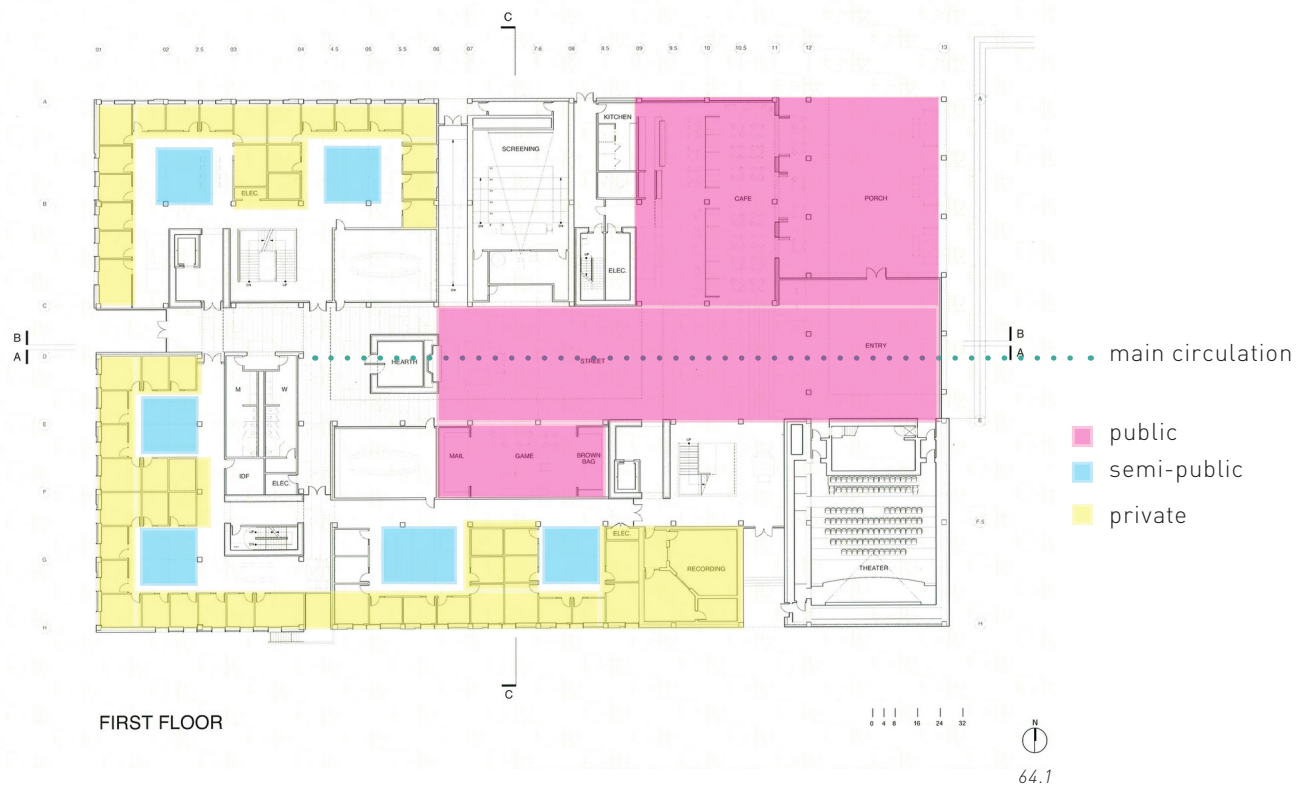
Two aspects of this project intrigued me. First, how Le Corbusier used light to inspire but also knew when shade was needed. And how he manipulated the building to create spaces that allow for noise to be amplified and other where it is absorbed.





PIXAR bohlin cywinski jackson

Pixar's office design was lead by the meticulous Steve Jobs. A man who knew what he wanted. When designing this office, he knew he wanted people from every department to cross paths. He wanted illustrators to know the engineers, even though they may not be working on the same project. To ensure that everyone would cross paths, he focused on creating a 3rd place. The place where two people can have a relaxed conversation. Where an idea can spark and relationships can build²⁰.



The atrium is the central artery of Pixar. Everyone walks in and out those doors. Adjacent to the atrium is the kitchen/ cafe area. It is the only kitchen in the 3 floor building. It was strategically located at the front of the building, away from office activity. Inherently, it become a destination. In fact, the atrium is filled with and lined with 3rd places. Places for employees to gather and have informal conversations. The goal was for employees on different floors and different departments to cross paths. Also note, that there are semi-private informal meeting areas within each office group. Steve Jobs believed that the best ideas came from informal conversations²⁰.

manifesto

Design belief.

04

manifesto

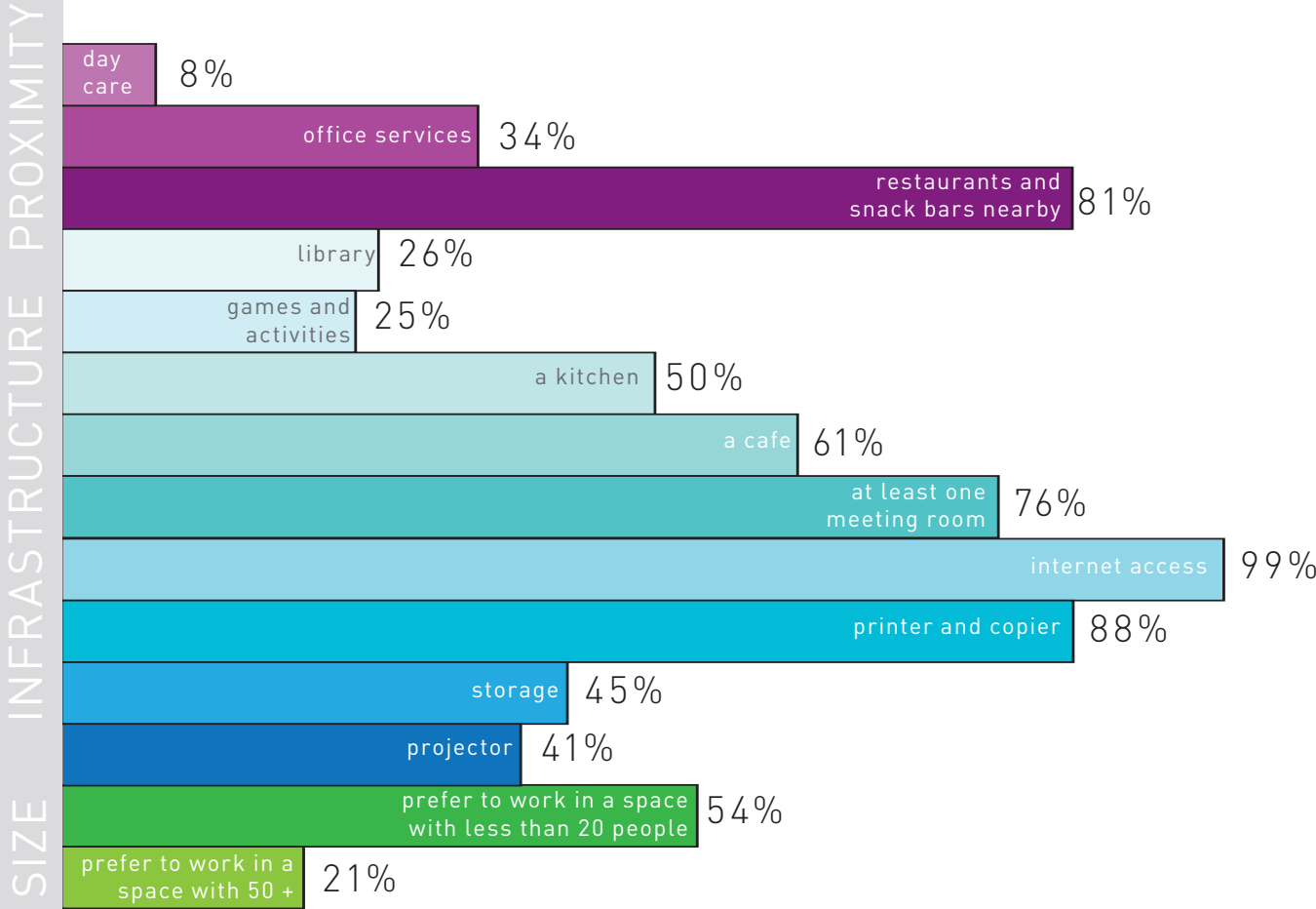
Design is about connections. Connecting place, purpose and people. We create connections through listening. Listening to the cues of the building, the needs of the client and the goals of the program. All these factors influence design decisions. As we design, we create a language of connections that allow the place, purpose and people to have a conversation.

proposed program

Based upon the identified target, this chapter develops the type of spaces which will exist in the selected site. It will also share research regarding types of office layouts and moments for collaboration and reflection.

WHAT do coworkers want in a space?

Coworkers aren't looking for ping pong tables and foos ball. They are looking for a serious place where they can work efficiently, have private meetings and be in close proximity to cafes and restaurants. This is important as coworking occurs all hours of the day. Having spaces where one can walk away from the work is as important as an efficient work space. One question which was not asked in the study was proximity to parks. As most coworking spaces exist in large cities, green space may not be available⁷.



*2nd Annual Global Coworking Survey by DeskMag

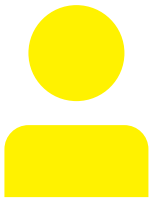


FUNCTION of the space

to meet
to brainstorm
to collaborate
to learn
to build network
to be inspired
to be motivated

74.1

USERS of the space



the coworker

These are the primary users of the space. Some members will use the space only for a week, others for years. Access will be available 24/7.



the guest

These are clients, potential investors or new business leads. Guests are to be hosted in a conference room or the lounge to prevent overcrowding in the working zone.



the staff

The staff is the backbone of the coworking community. They are the curators of events, the problems solvers and the network managers. They are the support system for the coworking community.

PROGRAM of the space

Program of Space
Total Space: 9,460

Column1	Space	Percentage	Square Footage Total	User	Space Requirements	Function	FF&E	Adjacency	Privacy	Plumbing	Natural Light
1	Permanent Desks	19%	1760	Members	60 sq ft pp	Desk a member can make their home. Storage available. Can group desks together for smaller companies.	Desk, Task Chair, Lamp, File Cabinet, Storage, Pin-Up Board	4,6,7,8,9,11	Semi-Private	No	Yes
2	Transient Desks	9%	880	Members	25 sq ft pp	Space for members to use a desk; however, must clean up at end of day.	Desk, Task Chair, Lamp	4,6,7,8,9,11	Semi-Private	No	Yes
3	Lounge	9%	880	Members & Guests	22 sq meter per seat	Gathering space for all members/informal work area. Can transform into large event space.	Booths, tables, chairs, carpet, lamps, chandeliers, stools, bar table	5,6	Public	No	Yes
4	Brainstorm Rooms	8%	740	Members & Guests	185 sq ft per space (4 total)	Space where two people can catch up, meet to brainstorm or relax away from desk	2 Lounge Chairs, Lamp and Coffee Table/Side Table	1,2	Semi-Private	No	Yes
5	Kitchen	4%	368	Members	368 sq feet	Area to prep food and make coffee	Refrigerator. Microwave, sink, coffee machine and storage	3,6	Public	Yes	Yes
6	Restrooms	4%	340	Members & Guests	170 sq ft each(2 total)		Toilets, Sinks, Dividers	1,2,3,5	Private	Yes	No
7	Huddle Rooms	3%	320	Members & Guests	80 sq ft per space (4 total)	Conference rooms for larger meetings/ brainstorm sessions		1,2,9	Private	No	No
8	Conference Rooms	3%	316	Members & Guests	158 sq ft per space (2 total)	Conference rooms for larger meetings	At least one wall suitable for projection, conference phone, table, chairs,	1,2,9	Private	No	No
9	Phone Booths	3%	240	Members & Guests	40 sq ft each (6 total)	For private conversations	Lounge chair, table, lamp	1,2	Private	No	No
10	Reception	2%	179	Members & Guests	179 sq feet per recetpion area	For guests to wait/ members can pick up packages from reception desk	Recetpion desk, storage room, lounge chair, side table, table lamps	1,2	Public	No	No
11	Print and copy area	1%	68	Members	65 sq ft	For members to print/copy paper	Print/Copy/Fax Machine	1,2	Public	No	No

Core (Walls, Utility, Mechanical)
Primary Circulation

20%1,892

*Recommended square feet from Planning Office Spaces, a practical guide for managers and designers

Transient Desks

These desk will be for individuals who just need a space to work. There will be a task lamp, trash and several outlets for digital needs. Storage will not be provided, however, locker space can be rented for users to leave items overnight. Access to all facilities will be available at a reduced rate.

Permanent Desks

These desks will be available for monthly and annual contracts. Storage will be provided, as well as pin-up space. Desks can be rearranged as the users’ needs change.

Brainstorm Rooms

Informal meeting areas where individuals can gather, pin-up work, write on walls and share ideas with each other.

Conference Rooms/Huddle Rooms

There will be 2 sizes of conference rooms available. The large, seating 6-8 people, will be for larger, more formal conference meetings. There will be Apple TVs, whiteboard space and conference phones available in all rooms.

Phone Booths

Phone booths will be scattered throughout the space to allow individuals in different areas to escape for a private phone call.

Lounge

This will provide a relaxing and open atmosphere for individuals who want to get away from their desk. Also a great space for casual meetings and to grab a bite. This space will also be transformed to hold larger events and classes.

Kitchen

Kitchens will be provided on each floor, giving users a fridge to store their lunches, warm them up or make a fresh pot of coffee.

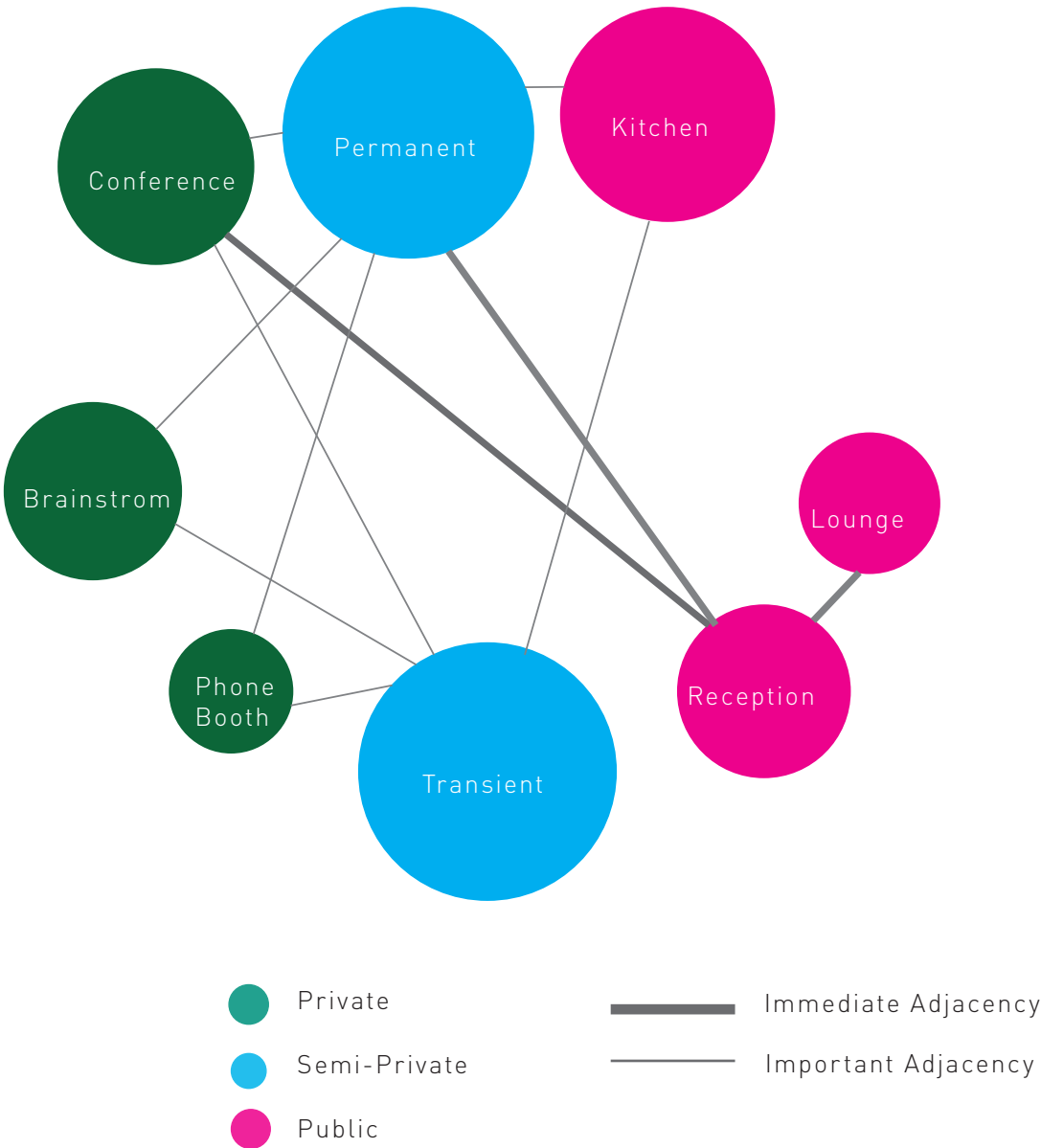
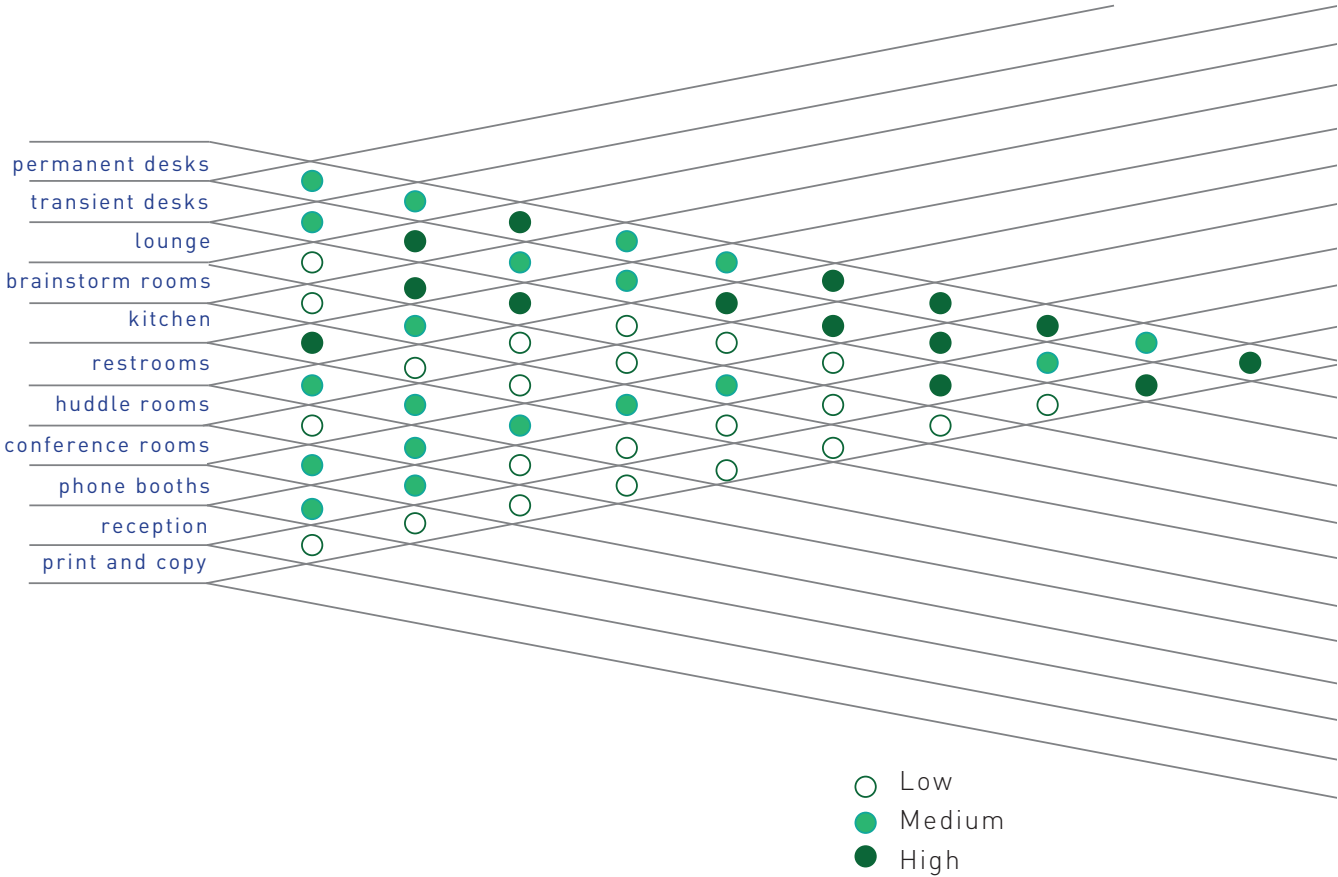
Reception

The main reception will exist upon entering the building and smaller waiting areas will exist right outside the elevator on each floor.

Restrooms

Restrooms will be located on each floor.

ADJACENCY importance



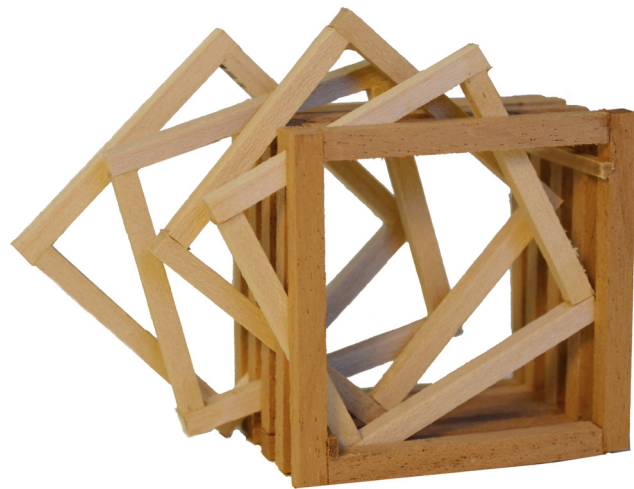


concept development

This project is about community. It is about supporting individual goals by allowing the user to interpret their surroundings. Giving the user the power to interpret the space, allows them to customize it for their needs, at that moment. It is **flexible and able to permanently adapt**. When a person is able to influence their surroundings, they become invested in it, and inherently, invested in the community.

06

CONCEPT models

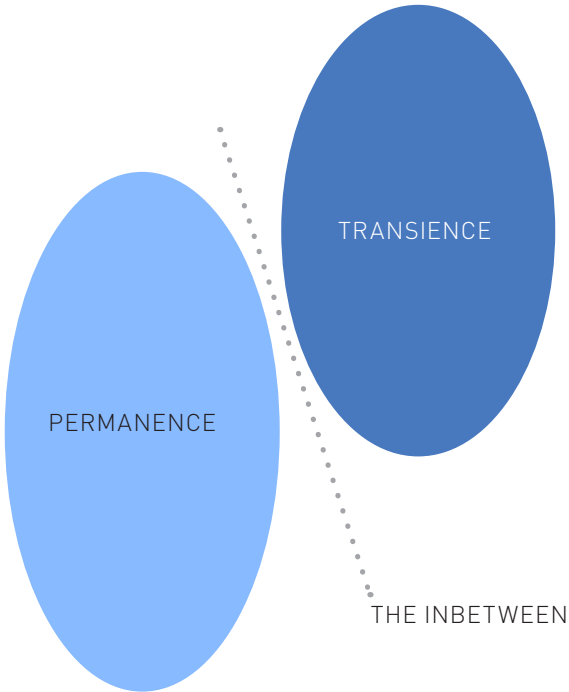
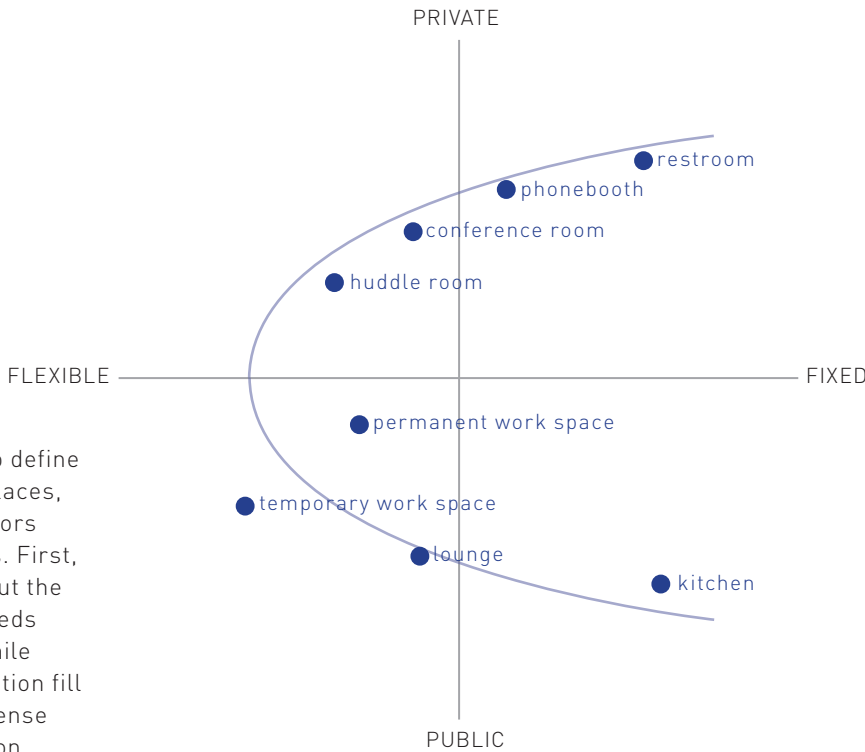


Through the concept development process, I kept in mind questioning the ways design creates community. How does it inspire collaboration? It became all about **flexibility**. A place that supports many different working styles has to be able to adapt and change. It needs to allow for spontaneous meetings and the ability to create privacy - both visually and acoustically. These models explore modularity ideas. How can parts fit inside each other and expand to become something bigger.

DEVELOPING A LANGUAGE

permanence vs. transience

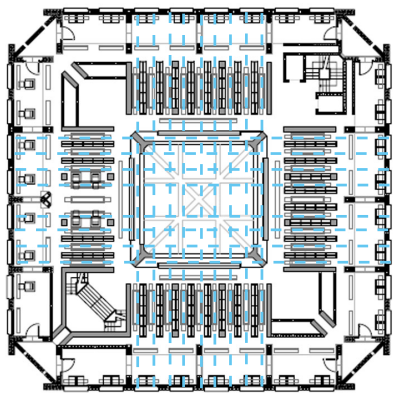
As I began to think of ways to define permanence and transient places, I realized there were two factors which impacted those places. First, the level of privacy throughout the program. Sometimes one needs complete silence to work, while other times, having conversation fill the background provides a sense of comfort. Also, depending on the space use, different levels of flexibility are needed.



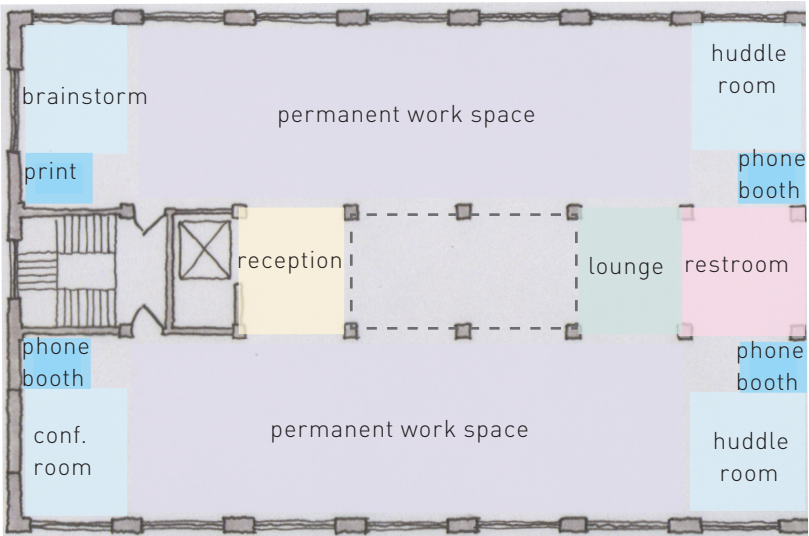
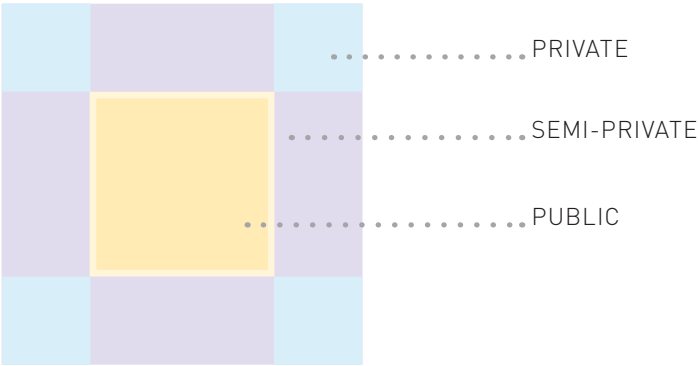
The space inbetween is key in eliminating the division between the two types of members. The space inbetween is the unity. It is the atrium, the staircase, the kitchen and hallways. They are the 3rd places.

SPACE PLANNING

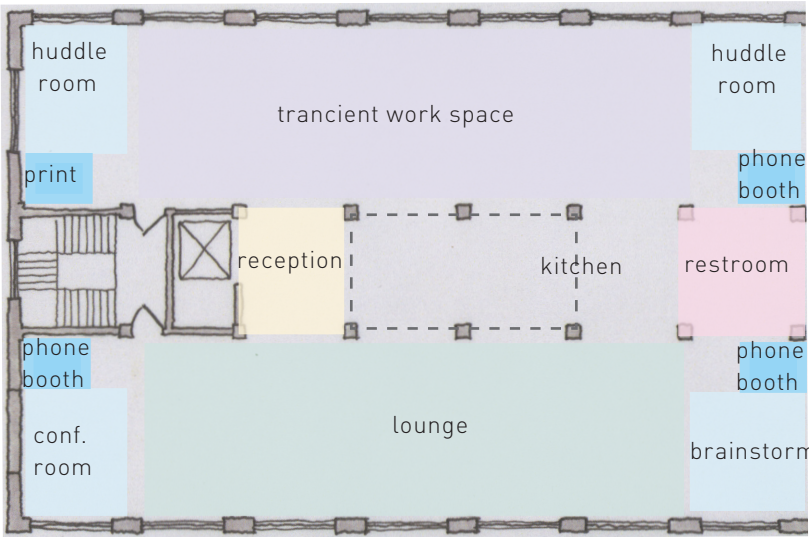
light as organizing principle



During my visit to the Exeter Library I was really inspired by the way Kahn was able to make a concrete building feel open through light. He was able to accomplish this by having the windows run parallel on all four sides. What made this design decision so powerful was organizing the book stacks perpendicular to the windows so light filters in around them to the center. As I began space planning I wanted to achieve the same feeling of openness in my main space.



2nd floor



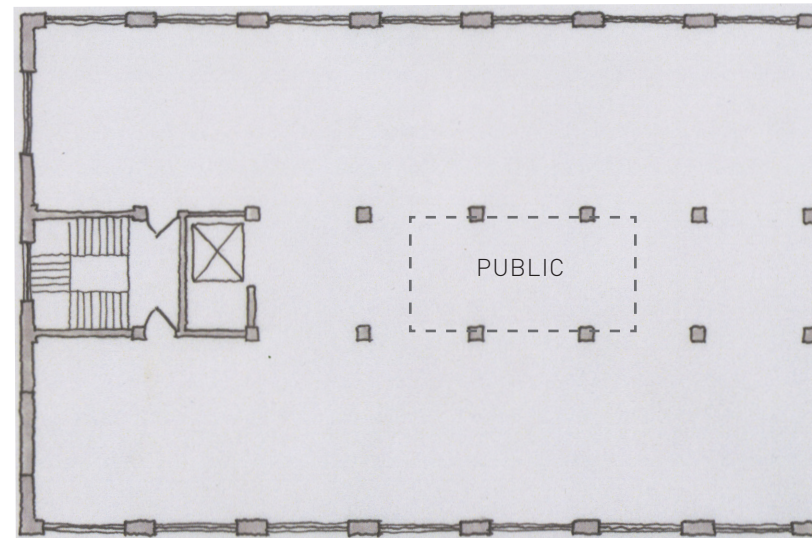
1st floor

LIGHT

With the private spaces in the corners of the space, it allows for the core of the space to remain open, allowing light to penetrate the space from both sides. Similar to what Kahn accomplished in the Exeter library.

SPACE PLANNING
the atrium

88

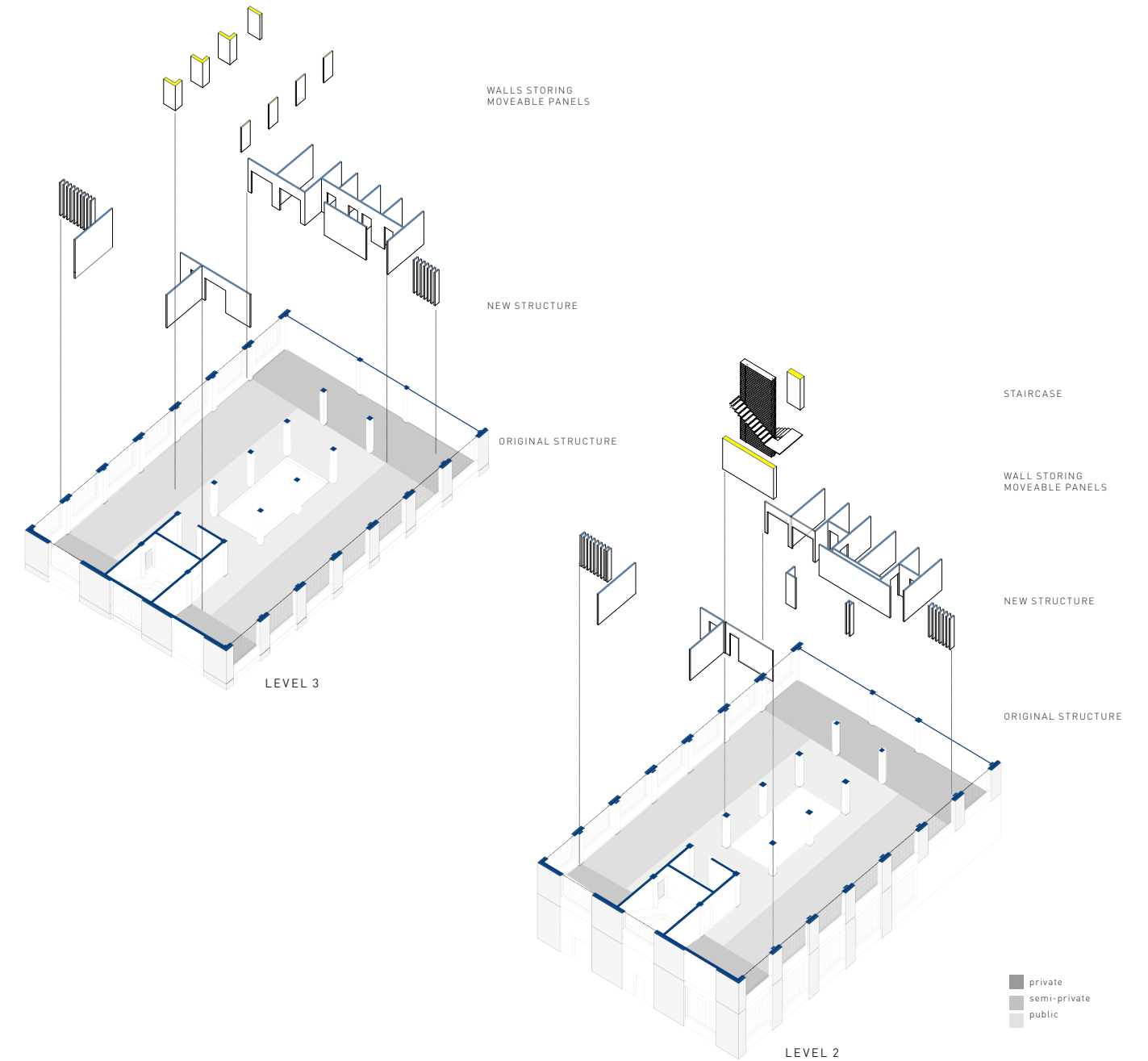


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SPACE PLANNING

how we work

The last major component of my design addresses how we work. For a community based on the idea on sharing, I needed to create surfaces where ideas can be shared, work pinned up and introductions made. Therefore, I created a system of moveable wall panels. Similar to the Schroder house, the panels would be stored within the walls. The walls that were added to the space stayed true to my designing principle and were placed perpendicular to the windows. These panels create useable surface space and can be used to add privacy.

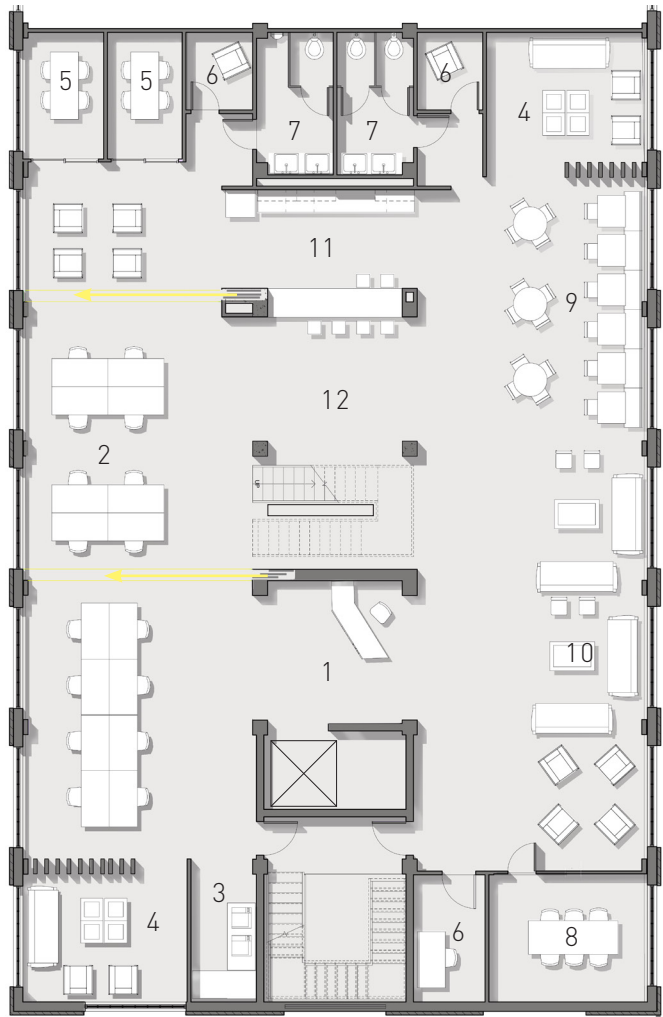


PROPOSED FLOOR PLAN

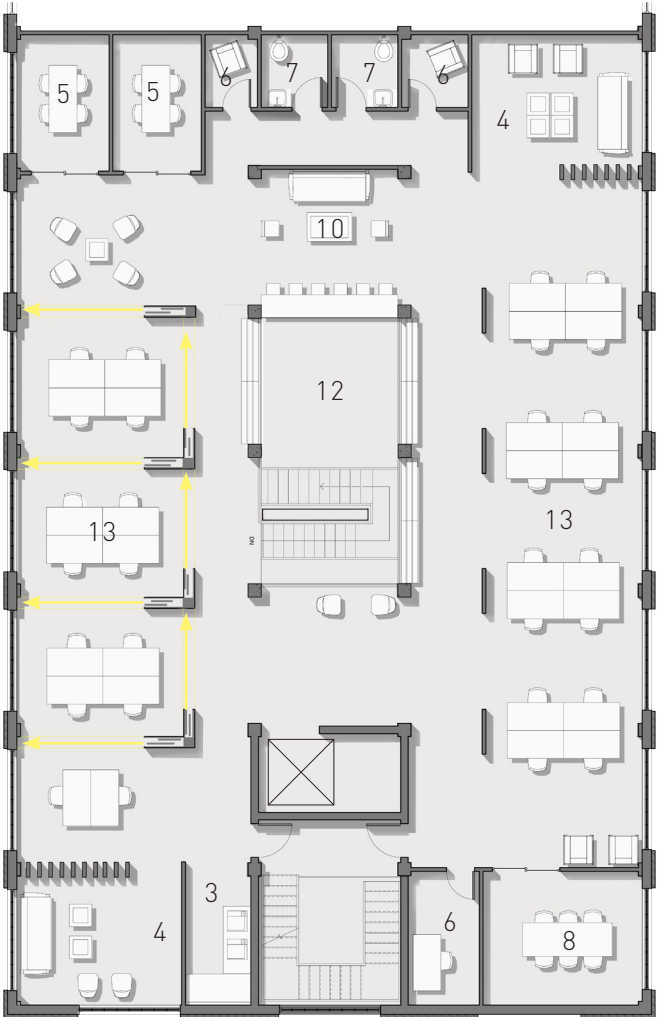
With light as my organizing principle, the walls which were created in the floor plan are perpendicular to the windows. In addition, private spaces, such as conference rooms, huddle rooms and phone booths, are on the perimeter of the space, allowing light to penetrate through the public and semi-public spaces. Within the most public space, an atrium brings together permanence and transience through a feature staircase.

legend

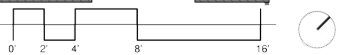
- 1 reception
- 2 transient workspace
- 3 printing room
- 4 brainstorm room
- 5 huddle room
- 6 phone booth
- 7 restroom
- 8 conference room
- 9 cafe
- 10 lounge
- 11 kitchen
- 12 atrium
- 13 permanent workspace
- ← track for moveable walls



Level 2 Plan



Level 3 Plan



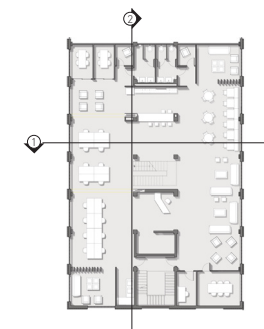
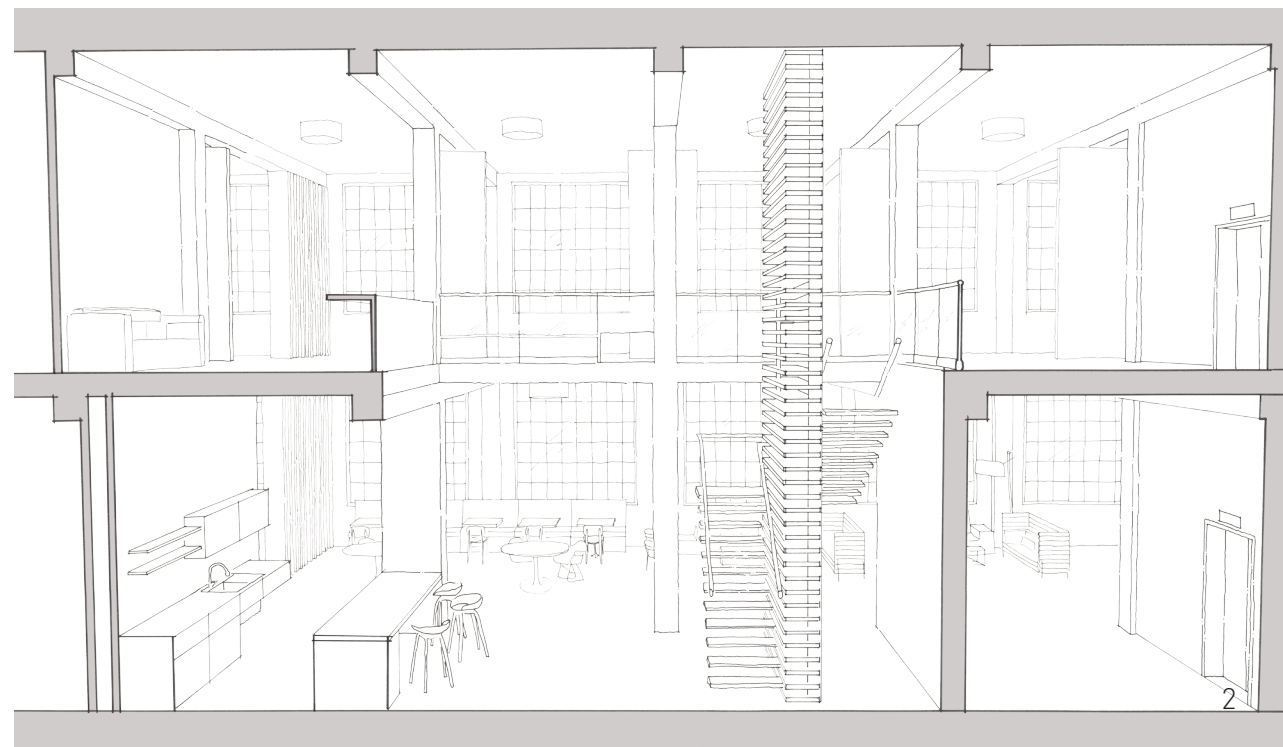
perspectives

07



the atrium

Through my research and precedent studies I realized that creating an atrium to join the two floors would be crucial in designing a space driven by community. The atrium is located in the center of the workspace and provides views of the kitchen. There is only one kitchen in the two floors. The goal was to create a space that regardless of desk location, users of the space would eventually cross paths.





View of permanent workspace
with conference room and phone
booth entrance

"Eco-diversity, activity settings, the new office
landscape—all these terms refer to providing dif-
ferent places to work and allowing the worker to
choose the place in which he can be most effec-
tive, given the work he needs to do right then".
-Herman Miller

View of permanent workspace
with brainstorm space. Note
seating built in around atrium.





*View of permanent workspace
with L shaped walls storing
moveable panels*



*View of permanent workspace
with L shaped walls storing
moveable panels*



View of atrium

"Installing atriums and escalators, which are effective ways to provide visual contact between floors and allow for 'people browsing.' Research has shown that the longer the site line, the better connected a group is and the more face-to-face interaction will result"²².
-Herman Miller



“Provide a variety of partition-like options for individual workspaces, e.g., moveable screens, or even plants, which can be strategically placed. While these won’t provide total privacy, they do allow others to see if the occupant is busy or available, and they help workers feel in control of their privacy”²².
-Herman Miller

Transient space with moveable panels being used



cafe

"Providing areas for socializing has become more important than ever, and the idea of programming these areas around food or the water cooler is very much inspired by residential interiors. 'In your house, people typically gather around the kitchen—it tends to get the most use,' says Tom Price of Pittsburgh-based design firm Strada"⁴.
-Interiors and Sources



lounge

FF&E
LOUNGE



EXCEL FLOOR LAMP
designer: Rich Brilliant and Writing
distributer: roll and hill



TAKE A LINE FOR A WALK
designer: Lievore Altherr Molina
manufacturer: moroso



TREX
designer: casa1796
manufacturer: miniforms



POLDER SOFA
designer: Hella Jongerius
manufacturer: vitra



ALCOVE
designer: Ronan & Erwan Bouroullec
manufacturer: vitra



CAREEM CHAIR
designer: Karim Rashid
manufacturer: council



GRID
designer: TAKARMATURER
manufacturer: zerolight



JOYN
designer: Ronan and Erwan Bouroullec
manufacturer: Vitra



SETU
designer: Studio 7.5
manufacturer: Herman Miller



TRAPETS
designer: Note Design Studio
manufacturer: Zero Lighting



HEAVY DESK LAMP
designer: grafunkt
manufacturer: grafunkt

WORKSPACE

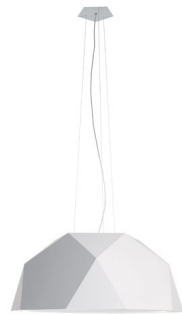
FF&E HUDDLE ROOM



SHADOW TABLE
designer: joel Karlsson
manufacturer: mitab



BOET
designer: note design studio
manufacturer: mitab



CRIO
designer: Giovanni Minelli
manufacturer: Fabbian



MAGNETIC MARKET GLASS
manufacturer: skydesign



TENSE
designer: Piergiorgio and
Michele Cazzaniga
manufacturer: mfd italia



FLOW CHAIR
designer: Piergiorgio and
Michele Cazzaniga
manufacturer: mfd italia



TAM TAM
designer: Fabien Dumas
manufacturer: marset

CONFERENCE ROOM

FF&E BRAINSTORM ROOM



KIKI COFFEE TABLE
designer: Ilmari Tapiovaara
manufacturer: artek



SUPERORDIANTE ANTLER
CHANDELIER - 24 ANTLERS
designer: Jason Miller
manufacturer: Roll and Hill



PROUVE ANTONY CHAIR
designer: Jean Prouve
manufacturer: vitra



SIDE TABLE
designer: Jonathan Sabine
manufacturer: Jonathan Sabine



FAVN SOFA
designer: Jamie Hayon
manufacturer: Fritz Hansen



BJORK STOOL
designer: Thomas Bernstrand
manufacturer: Design House
Stockholm

PRIVATE ROOM



WING BACK CHAIR
designer: BDDW
manufacturer: BDDW



BALLPOINT PEN
designer: Alissia Melka-Teichroew (byAMT Inc)
manufacturer: ROLLOUT



TRIPOD LAMP
designer: BDDW
manufacturer: BDDW

TURNING

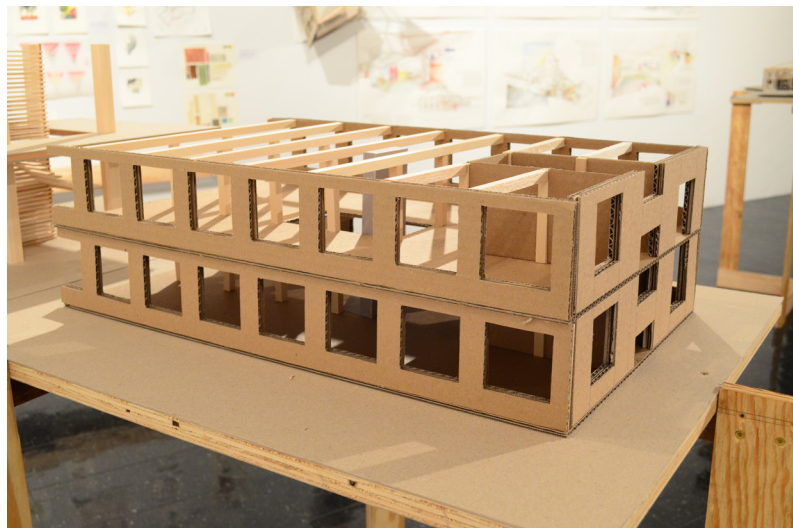
THE CORNER

thesis show





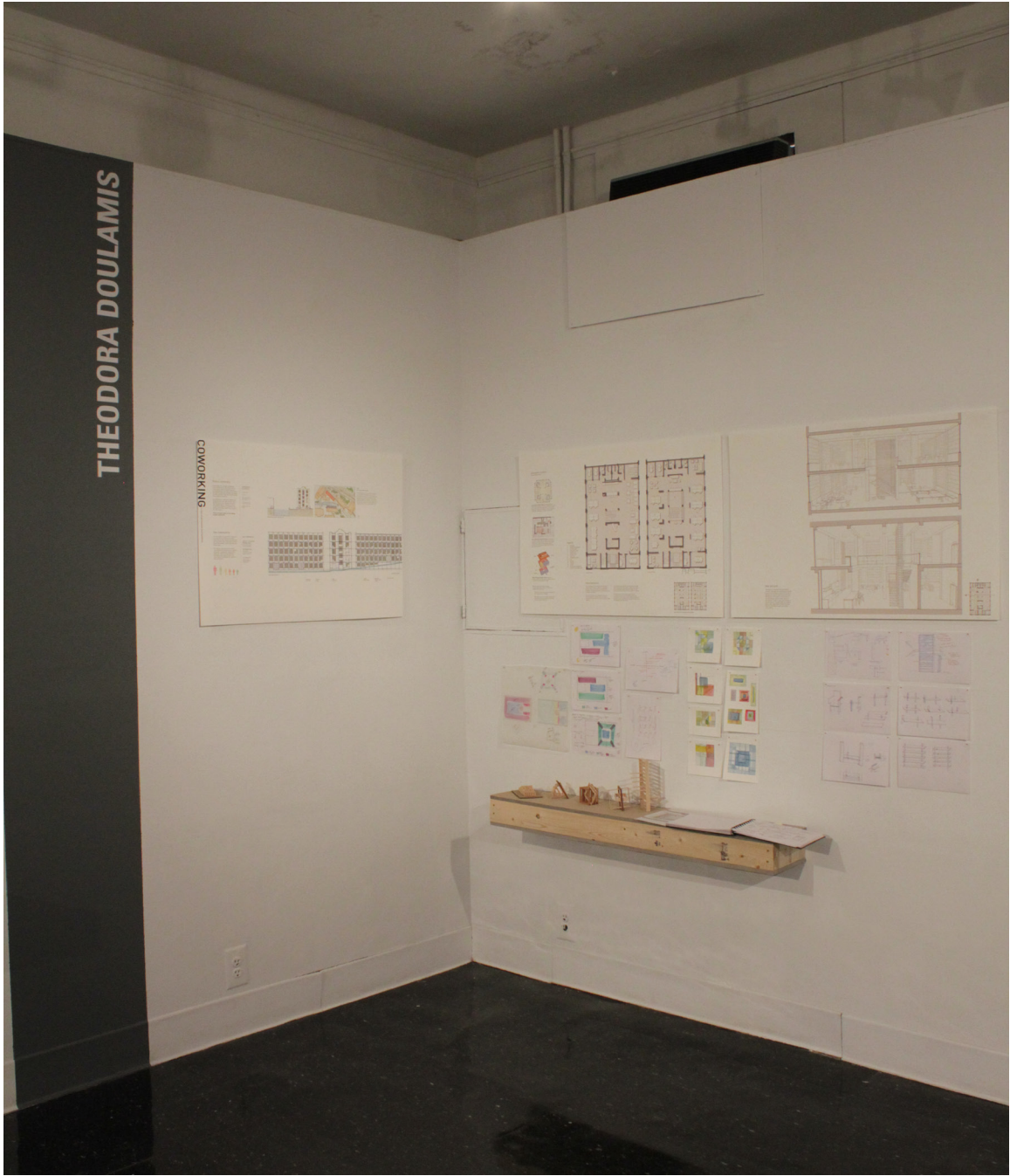
Gallery Space



Site Model



Detail Model of
Stairs in Atrium



*Presentation of Thesis Work at
Andersen Gallery*

photography credits

Cover	Coworking logo http://thenounproject.com/noun/coworking-space/#icon-No6322
Page 10	10.1 General Assembly NYC http://blog.consumerbell.com/2012/05/03/consumer-recall-news-consumerbell-moves-into-general-assembly/
Page 12	12.1 Urban Station, Argentina http://www.tripadvisor.com/Attraction_Review-g312741-d1741550-Reviews-Urban_Station-Buenos_Aires_Capital_Federal_District.html 12.2 Human Outline by Noun Project http://thenounproject.com/noun/man/#icon-No2
Page 14	14.1 WeCreateNYC https://www.desktimeapp.com/spaces/201-wecreate-nyc 14.2 WeWork, NYC https://www.wework.com 14.3 Projective Sapces, NYC http://www.projective.co 14.4 Spaces, Amsterdam http://flickeflu.com/set/72157625644897961 14.5 Grind, NYC http://grindspaces.com
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Page 17	17.1 refresh Richmond logo http://refreshrichmond.org 17.2 Venture Richmond logo http://www.venturerichmond.com 17.3 Sync RVA logo http://www.syncrva.com 17.4 Hack RVA logo http://hackrva.org 17.5 C3 logo http://www.c3richmond.org

Page 26	26.1 Reynolds Tobacco Factory, Richmond http://www.dhr.virginia.gov/SlideShows/BoardMeetings/2012%20June/shockoeHDBI.html
Page 31	31.1 Reynolds Tobacco Factory, Richmond Walter Parks Architects
Page 36	36.1 Stanford Design School http://www.fastcompany.com/1638692/11-ways-you-can-make-your-space-collaborative-stanford-dschool 36.2 Exeter Library http://www.flickr.com/photos/atelier79033/3766073820/ 36.3 Schroder House https://izhupa.expressions.syr.edu/abbey/2012/09/09/de-stijl/ 36.4 Ronchamp http://www.archdaily.com/84988/ad-classics-ronchamp-le-corbusier/ronchamp_pieter-morlion/
Page 37	37.1 Pixar Office http://blog.netsimplicity.com/bestworst_conference_rooms/2011/01/
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Page 40	40.1 Stanford Design School whiteboards http://scottdoorley.com/?p=28 40.2 Stanford Design School hiding places http://becausewecan.org/Stanford_Dschool 41.1 Stanford Design School brainstorming spaces http://becausewecan.org/Stanford_Dschool
Page 42	42.1 Exeter Library http://www.flickr.com/photos/atelier79033/3766073820/
Page 43	43.1 Exeter Library Plan http://www.exeter.edu/libraries/553_4379.aspx
Page 50	50.1 Exeter Library Carosel http://www.archdaily.com/63683/ad-classics-exeter-library-class-of-1945-library-louis-kahn/

Page 50	50.2 Exeter Library Plan http://www.archdaily.com/63683/ad-classics-exeter-library-class-of-1945-library-louis-kahn/
Page 51	51.1 Exeter Library Section http://www.archdaily.com/63683/ad-classics-exeter-library-class-of-1945-library-louis-kahn/ 51.2 Exeter Library Atrium http://www.archdaily.com/63683/ad-classics-exeter-library-class-of-1945-library-louis-kahn/
Page 54	54.1 Schroder House Plan http://zeospot.com/old-house-renovation-rietveld-schroder-house-by-gerrit-rietveld/rietveld-schroder-house-ground-floor-plan-architecture-design/
Page 55	55.1 Schroder House Plan http://zeospot.com/old-house-renovation-rietveld-schroder-house-by-gerrit-rietveld/rietveld-schroder-house-ground-floor-plan-architecture-design/
Page 56	56.1 Schroder House http://www.archdaily.com/99698/ad-classics-rietveld-schroder-house-gerrit-rietveld/
Page 57	57.1 Schroder House http://www.archdaily.com/99698/ad-classics-rietveld-schroder-house-gerrit-rietveld/
Page 58	58.1 Ronchamp http://luoyisha.blogspot.com/2010_05_01_archive.html
Page 60	60.1 Ronchamp http://www.archdaily.com/84988/ad-classics-ronchamp-le-corbusier/
Page 62	62.1 Pixar http://blog.netsimplicity.com/bestworst_conference_rooms/2011/01/
Page 64	64.1 Pixar Plan http://www.bigscreenanimation.com/2009/03/exclusive-pixar-phase-ii-expansion.html
Page 65	65.1 Pixar Atrium http://uuushh.wordpress.com/2011/06/20/3-questions-for-collaborative-designed-spaces/
Page 74	74.1 Coworking Mobilesuite, Berlin http://www.desksurfing.net/desks/mobilesuite-coworking-berlin

*All images not cited taken by Theodora Doulamis

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